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# AMERICAN NURSERYMAN

Chief Exponent of the American Nursery Trade

Vol. LX No. 2

JULY 15, 1934

15c per copy

## MARKETING AGREEMENT HEARING AND A. A. N. CONVENTION

AMERICAN NURSERYMAN PUBLISHING CO.  
508 S. DEARBORN ST., CHICAGO, ILL.

# AMERICAN NURSERYMAN

Chief Exponent of the Nursery Trade

F. R. KILNER, Editor

Published Semi-monthly by

AMERICAN NURSERYMAN  
PUBLISHING CO.

508 S. Dearborn Street,

Chicago, Ill.

Telephone: Wabash 8194.

New York Office—67 West 44th Street  
N. L. Huebsch Tel., Murray Hill 2-4871

Entered as second-class matter December 14,  
1933, at the post-office at Chicago, Ill., under  
the act of March 3, 1879.

SUBSCRIPTION PRICE, \$2.00 per year; out-  
side the United States, \$3.00. Single copies,  
15 cents.

ADVERTISING RATES on application. Forms  
close on 10th of month for mid-month issue  
and on 25th of previous month for first-of-  
month issue. If proofs are wanted, copy  
should be on hand one week earlier.

EDITORIAL communications on subjects  
connected with nurseries, arboriculture or  
other phases of commercial horticulture are  
welcomed by the editor. Also articles on the  
subjects and papers prepared for conventions  
of nursery associations.

## THE A. A. N. CONVENTION.

During fifty-one weeks in the year the  
American Association of Nurserymen  
performs its work quietly, almost  
silently, so little are the officers and com-  
mittees noticed as they proceed to Wash-  
ington on one matter or another, or to  
some other city on a different mission, or  
conduct transactions, settle problems or  
propose innovations by interchange of  
correspondence.

The other week in the year the lime-  
light falls on part, at least, of the orga-  
nization's activities. Through reports  
and discussions at the annual convention  
—reflected or transmitted by the press  
accounts as in this issue—there come to  
view the accomplishments of these  
quietly working committees. And though  
some of these are long, they do not re-  
veal how many the details, how pro-  
longed and intricate the negotiations,  
that are involved in the results which  
may be reported in a paragraph or even  
a single sentence. Those who have done  
organization work can read between the  
lines. Others may well imagine how  
much time and labor is involved in the  
results so briefly set forth.

## The Mirror of the Trade

This year's convention at New York  
is no exception; indeed, it is an apt illus-  
tration. The national planning commit-  
tee does not set forth the number of days  
spent in Washington and in travel to and  
fro; it does not even note the extent  
of the correspondence files, representing  
uncalculated hours of consideration and  
thought. Nor does the quarantine com-  
mittee, nor the arboretum committee,  
nor the government nursery committee,  
to name no more.

He who runs may read. But he who  
ponders may well imagine the work done  
for him, sometimes in relief from actual  
expenditure of money as in transporta-  
tion charges, sometimes in relief from  
onerous legislation, sometimes in procur-  
ing aid for the industry or for horticul-  
ture in general.

While the running account of the con-  
vention activities may appear the more  
interesting reading, for its personalities,  
concise summaries and action, one should  
not overlook or consider dry the reports  
and addresses that are published. They  
are here in print because they reveal, or  
at least reflect, the work of a national  
organization in a diversity of channels,  
all for the advantage, direct or indirect,  
of nurserymen the country over.

Perhaps, instead of being presented at  
once, in a convention week, the associa-  
tion's activities might better be por-  
trayed to the trade a little at a time,  
week by week, so that its continued  
progress might be realized. Be that as  
it may, the convention brings the lime-  
light, and it is well to learn what one  
can, to appreciate what will be done as  
the new officers and new committees pro-  
ceed with their allotted duties in the  
quiet and little observed fifty-one weeks  
till another convention comes.

## UPWARD TREND MORE DEFINITE.

A more definite trend in the upward  
direction is being established, Dun &  
Bradstreet, Inc., reported at the end of  
last week in its weekly business review.

"Current developments appear to be  
fostering preparation for more genuine  
and lasting recovery than has been at-

tained in the past fifteen months," the  
report said.

"While more interest now is being  
centered on trade movements than on  
speculations regarding governmental  
action, conservative sentiment is on the  
increase, particularly regarding long-  
term calculations, as the possibility of  
inflation looms unless private business  
can succeed in giving a more decisive  
impetus to employment and consumer  
income."

The review stated that for the first  
time in more than a month reports  
from the east revealed a broadening  
in retail distribution and the demand in  
the south, Atlantic, southeastern and  
middle western states was showing a  
wider sweep. On the Pacific coast,  
where strikes are under way, business  
is so disrupted as to cost business men  
in excess of \$1,000,000 a day.

The review saw a favorable sign in  
mounting total of bank deposits.

"The plethora of funds now in banks  
is resulting in growing bank credits, as  
there never has been a time when bank-  
ers were so anxious to make loans to  
well rated business establishments and  
current charges for interest are the  
lowest reached in many years," the re-  
port said.

## ROCK GARDEN WINDOW BOX.

On a building along Fifth avenue,  
New York, this season have been  
placed two window boxes that are rock  
gardens, the rockeries being made of  
stone covered with gray lichens. The  
plantings, naturally, are not showy, but  
nevertheless they are attracting con-  
siderable attention from passers-by.

In a recent radio broadcast, "Garden-  
ing Without a Garden Plot," sponsored  
by the extension service of the New  
Jersey College of Agriculture of Rut-  
gers University, New Brunswick, N. J.,  
the following plants were mentioned as  
easy to grow in a rock garden window  
box: Iberis, hardy candytuft; Dianthus  
Cheddar Pink, hardy sedums, Tunica  
Saxifraga, Alyssum Basket of Gold,  
dwarf irises and ferns, also cacti.

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# AMERICAN NURSERYMAN

[Registered U. S. Patent Office]

**The Chief Exponent of the American Nursery Trade**

*The Nurseryman's Forte:  
To Make America More Beautiful and Fruitful*

Vol. LX

JULY 15, 1934

No. 2

## Hold Hearing on Marketing Agreement

**Divided Opinion on Open Price Plan of Proposed Agreement Expressed at Hearing at New York**

**D**IVISION of the nursery trade in regard to the present desirability and need of a national marketing agreement was apparent in the hearing held at the Hotel New Yorker, New York city, July 20 and 21, following the convention of the American Association of Nurserymen. The split was almost entirely on the open price plan included as a part of the agreement. Of the remaining provisions, chiefly relating to fair practices and clean competition, there was little criticism, most nurserymen favoring them, though some stated they could only be enforced if the Department of Agriculture was to undertake a tremendous job of policing.

The hearing began at 9:30 a. m. in the north ballroom of the hotel, a smaller room than that in which the convention sessions were held and, unfortunately, not equipped with an air-cooling system as the other had been. The torrid weather in New York made the difference markedly felt by the 100 or so nurserymen at the hearing.

James A. Kennedy had been delegated by the Secretary of Agriculture to preside. At the table with him were Porter A. Taylor, assistant chief of the general crop section of the A. A. A.; Dr. L. C. Corbett, of the bureau of plant industry of the Department of Agriculture; C. Krevisky, of the consumers' council; F. C. Lyon, assistant chief investigator of the New York office of the A. A. A., and J. K. Knudson, chief clerk.

### **Sieenthaler Presents Agreement.**

Opening the hearing, Clarence O. Sieenthaler, chairman of the national planning committee, told of its inception at the Chicago A. A. N. convention a year ago, described the distress then prevailing in the industry and exhibited a handful of local or sectional association codes, plans or agreements submitted to the committee, as ample evidence of the industry's desire for some action. He referred to the change wrought in the industry by quarantine 37 in 1917, whereby firms formerly engaged principally in importing nursery stock from foreign countries became producers of it here when imports were virtually stopped. The overproduction resulting from this stimulation and that of the boom era was followed by a disregard of trade practices and

terms which caused price cutting and a chaotic condition generally.

M. Q. Macdonald, association attorney, quoted import records showing a yearly average of 32,000,000 plants in the years 1912 to 1919, before quarantine 37 became effective. He presented evidence of the agricultural character of the nursery industry.

Henry B. Chase, a member of the planning committee, called attention to the fact that winter injury and the spring drought had ameliorated conditions somewhat, already lifting prices on fruit trees and lining-out stock. Donald Wyman, also of the committee, commented that there were still large supplies of finished stock, regarding which conditions had not changed. Paul Stark, a committee member, pointed out that the depression conditions had of themselves brought curtailment of plantings, hence the omission of that provision from the present agreement. He declared this would affect supplies for several years, since many items took from two to seven years to grow for market. Thirty to fifty per cent of the nursery industry is in the drought area, a large factor in next year's supplies and prices. He expressed the belief that the trade is on the verge of a series of profitable years.

### **From California.**

John A. Armstrong, Ontario, Cal., said the 150 members of the California Association of Nurserymen favored some sort of marketing agreement. While there were some improvement and more optimism on the Pacific coast, he said the fast-growing ornamentals produced there, requiring twelve to eighteen months to finish for market, were not affected by supply and demand in the same way as the slower-growing items in the east.

Wholesalers going into the retail business were blamed by J. A. Humphreys for much of the trouble, complaining of roadside stands that sold stock at one-third its production cost. He called attention to the problem presented by the numerous small nurserymen. The licensed nurserymen in Pennsylvania, he said, had increased 100 per cent in three years to a total of 700, of which less than seventy-five had as much as twenty-five acres.

Homer Kemp, Princess Anne, Md., referred to the peculiar problem in

strawberry plant production because of the many small farmers engaged in it and asked the omission of that item if an open price plan were adopted. He could not see the need of a marketing agreement.

The small retailer was the object of a plea by Herman Brummé, Cincinnati.

A list of state or regional associations which had voted in favor of the open price plan was submitted by A. J. Jennings. He, as a member of the eastern regional committee, had supported the plan.

William Pitkin questioned the weight of numerical votes, pointing out that the 1930 census of horticulture showed approximately 7,200 nurserymen having \$58,000,000 annual sales total, and out of that number 559 did about \$42,000,000 business, or eighty per cent.

Harry Malter spoke for the Michigan Nurserymen's Association, of which he is president and which, he said, represents three-fifths of the state's production. James C. Hoolihan, in behalf of the nurserymen and landscape men of greater St. Louis, wanted to regulate wages and hours of labor.

### **Oppose Agreement.**

W. G. McKay disapproved of any marketing agreement, asserting the drought and winter injury had already produced shortages of fruit trees and small fruits. E. S. Welch said the drought had materially reduced the stand of lining-out stock in Iowa. George Marshall reported reductions of supply in Nebraska.

P. J. Van Melle presented the case of small retail nurserymen. He expressed alarm at the unregulated consumer competition from department stores, roadside stands and peddlers. He asked a revision of the provisions so as to relieve the retailers of their hardships.

### **Wyman Points Distinction.**

W. H. Wyman gave some pertinent historical information, pointing out that surpluses and department store competition existed twenty years ago. He said in considering the industry's plight, distinction should be made between causes within the industry and those without. The former, chiefly overproduction, might be relieved by the marketing agreement, but the latter, the result of the depression, would not be



overcome until buying power was restored. For the present, price is the only appeal to retail buyers.

His opinion was that the present surplus was the result of causes not recurring. One was quarantine 37 and the accompanying migration of European growers to this country. Another was the dream of a billion-dollar market inspired by the national advertising campaign and the boom era. The danger of overproduction had passed for this generation. For the present, he asserted, higher prices could not be obtained so long as the consumers could not afford to pay them. Hence, while the ethical provisions of the marketing agreement might be worth while, the price plan would be ineffective.

#### Small Supplies of Fruits.

A different picture was painted by Lloyd C. Stark, who asserted the current surpluses were only in large evergreens and in overgrown shrubs, not in small shrubs and fruit trees. He pointed out that the large producing centers of Rochester, N. Y.; Painesville, O.; Chicago, Ill.; Shennandoah, Ia., and Louisiana, Mo., were all in the drought area.

Last year, he said, only 3,000,000 apple seedlings were available, whereas there should have been 8,000,000 to 10,000,000 and in past years there were 20,000,000 to 25,000,000. He gave figures on the supplies of fruit trees reported by the large nurserymen producing these items, those noted for 1934, 1933 and 1929 being from actual figures and the "usual number" available in past years being from his memory. The following table gives these figures in thousands; that is, the last three ciphers are omitted:

| Fruit          | 1934  | 1933  | 1929  | Usual            |
|----------------|-------|-------|-------|------------------|
| Apple          | 1,800 | 2,180 | 3,000 | 15,000 to 17,000 |
| Crab Apple     | 32    | 60    | 70    | 100 to 150       |
| Dwarf Apple    | 3     | 22    | 50    | 100              |
| Sweet Cherries | 134   | 280   | 250   | 300 to 500       |
| Sour Cherries  | 429   | 871   | 600   | 1,000 to 1,500   |
| European Plum  | 71    | 124   | 200   | 350 to 500       |
| Japanese Plum  | 17    | 40    | 80    | 150 to 300       |
| Pear           | 125   | 460   | 600   | 800 to 1,000     |
| Dwarf Pear     | 14    | 40    | 127   | 150 to 250       |
| Peach          | 1,400 | 1,000 | 2,650 | 8,000 to 10,000  |
| Quince         | 4     | 22    | 42    | 100 to 200       |

Terrific winter injury had occurred in sweet cherries, most varieties of plums and pears, but cutting these back saved many, but the sour cherry trees thus damaged could not thus be retained for market. Grapevines were about ten per cent of the usual stand, due to the drought, and a shortage developed last spring.

The cessation of home building, he declared, stopped the market for large evergreens and large shrubs. This the marketing agreement could not bring back. Distress sales, in his opinion, were about over.

#### Ornamentals Not Plentiful.

Charles H. Perkins declared that at a meeting of the stock committee of the Ornamental Growers' Association, the same week, supplies had been found of such limited totals that recommendations had been made to members for price increases on many items in the smaller sizes. The supply of rosebushes was only seventy-five per cent of last year, and there had already been a price advance of at least fifty per cent the past season. Small fruits were in short supply. Perennials, grown largely in the drought area, would be short.

Big shrubs, shade trees and evergreens were the classes of stock in oversupply, and these were being abandoned or destroyed. His firm had burned 100,000 evergreens last spring and would doubtless do the same next spring.

Hence he believed price regulation unnecessary, besides being impractical.

Clayton H. Bunting and A. J. Millane also appeared in opposition to the marketing agreement.

#### Price Plan a Target.

Inasmuch as the open price plan was the chief target of criticism, that article in the marketing agreement was discussed first, through the consideration of the chairman for those nurserymen who could not remain for the second day of the hearing.

Some ventured the opinion that the open price provision would retard rather than promote price advances. Others



Clarence O. Siebenthaler.

thought the plan unworkable or impractical, either because of the large number of items involved or because of the variety of price classifications desirable to serve different types of buyers.

The plan was favored by some nurserymen as a hope for something better than present chaotic conditions, by others for its promised relief from unfair competition and by still others as a means of organizing the industry permanently on a sound price structure.

Clarence Siebenthaler said that, in a nutshell, the plan required that the nurseryman first set his prices, next file them and then stick to them, the possibility being afforded for such changes as might be necessary. A few minor amendments in wording were presented by Donald Wyman.

Henry B. Chase admitted that the planning committee had been divided on the open price plan from the first, three members opposing it because of their lack of conviction of its feasibility. On that account it had been omitted when the marketing agreement had been filed last January. When it appeared that regional agreements would be filed at Washington if a national pact were not, the committee considered it a duty to

take such action, since it was elected by the trade to that end. Hence the document presented at the hearing was in the nature of a report by the committee, now subject to general trade action.

Paul Stark quoted a telegram from Paul Fortmiller, the absent member of the committee (detained at home by illness in the family), terming the open price plan a "practical impossibility." For himself, Mr. Stark said the plan had been included when it became apparent that the A. A. A. required a price proposal in the marketing agreement. He felt the marketing agreement not necessary and the open price plan not workable.

Representing the A. A. A., Porter A. Taylor said the proposed draft of the marketing agreement had been prepared as the basis for a hearing. If a large proportion of the industry were not favorable to it, he said, it would be dropped. Unless the final draft were signed by a "substantial majority," it would not be put into effect.

The chairman, James A. Kennedy, senior attorney of the A. A. A., commented that the attitude of the administration toward prices at the present time would require strong evidence for the necessity of including a provision for regulating prices.

#### Opponents.

Opposing the open price plan, W. G. McKay said the requirement of but one retail price list and one wholesale price list would make it impossible for a nurseryman to operate, as in his case, a mail-order business, an agency business, a landscape business and a cash-and-carry business, since each required a different set of prices because of the difference in the type of service rendered. Moreover, he did not see how he could fill an order with a larger size of shrub or tree, when the size specified was sold out, without violating the agreement, though innocent of wrong intention.

Similarly, declared H. E. Borsch, he would be handicapped in operating a sales yard, as his company now does, if he were unable to change the prices on his signs of a Sunday when stock did not move. He favored stable prices, but not a rigid regulation. Moreover, the definitions of "specimen," "rare plant," etc., held too many uncertainties—one ran undue risk of unwitting violations.

The latter point was dwelt upon by P. E. Koster. The Long Island Nurserymen's Association, he said, favored the marketing agreement "if enforced to the letter." But with so many genera and so many varieties, besides differences in propagation, etc., the listing itself would be a well-nigh impossible task.

#### In Favor.

Rhea F. Elliott, on the other hand, maintained he had operated successfully for years on an "open price" plan, since the prices in his catalogue are inflexible throughout the season. Difference in service is made up for by a charge, whether for a plan, for planting, for shipping or for guarantee of stocks to live.

Similar support was given by Harlan P. Kelsey, Jr., who favored the open price plan to stabilize values.

Julian M. Underwood declared a preference for a minimum price plan based upon costs, an accurate system for their

(Concluded on page 8.)



# Fifty-ninth Annual A. A. N. Convention

**Larger than Any in Recent Years, the A. A. N. Convention at New York Was an Outstanding Event**

The fifty-ninth annual convention of the American Association of Nurserymen, at New York, July 17 to 19, attracted a larger attendance than the gatherings of the body have done for several years. Several reasons combined to effect this. One was the marked revival in the trade's business this year—about fifty per cent over last year despite the drought. Another was the hearing on the trade's marketing agreement, set for July 20, the day following the convention. A third was the hearty welcome and the attractive program provided by the hosts, the leading nurserymen of near-by New York state, New Jersey and Connecticut. Undoubtedly, a fourth was President Lovett's invitation to nonmembers to attend the association's meeting, for they numbered three score or more. Registration neared the 300 mark, and, unfortunately, many did not register, especially retail nurserymen from points near the metropolis.

Thirty-five years have elapsed since New York was previously host to the A. A. N.; so no wonder the boys spread themselves. Not only did they work themselves and provide from their own resources, but they seemed to have abundant influence to enlist the hospitality of political and trade leaders in the locality. The events related in the following account indicate this without listing here. The Hotel New Yorker lent its full facilities—the whole mezzanine floor for exhibits, registration and meeting rooms, including a beautiful ballroom with remarkably fine acoustics. A garden setting in the lobby, specimen evergreens in tubs in the ballroom and anterooms, flowers with the compliments of the New York Florists' Club—all gave a truly horticultural setting in a big metropolitan hostelry.

## Entertainment.

Most of those attending the A. A. N. convention arrived early to enjoy the preliminary outing on Monday, July 16. Five motor busses carried them out through Central park, the Bronx park system and the Westchester county parkway, thence down into Connecticut to the Condé Nast publishing plant, at Greenwich. There 250 visitors were served luncheon and welcomed by Richardson Wright, editor of House and Garden, and by Joseph J. Lane, garden advertising manager. Mr. Wright spoke in his usual happy vein. With allusions to the president's temporary indisposition from poison ivy, Miles A. Bryant, A. A. N. vice-president, expressed the thanks and appreciation of the guests. Then they were escorted through the big printing plant, where a score of magazines were in process of manufacture. The landscaped grounds, astride the Boston post road, were as thoroughly inspected. The guests overlooked one item of celebration, the birthday of Joseph J. Lane, which fell on the following day, his entrance into this world having occurred in the year the A. A. N. last visited New York before. But he engineered the day's proceedings for the enjoyment of others, working dili-

gently and effectively in the background.

The busses then took the party to Rye beach, for amusement on Long Island sound, at Playland, the only amusement park operated by county park commissioners, being a profitable part of the Westchester park system.

Further insight into the publishing business was given the nurserymen by a trip through the Herald-Tribune building, in New York city, on Monday night, and a similar trip offered by the Times, on Wednesday night, after the latter half of the day had been spent at the oceanside, at Jones' beach.

The banquet, on Tuesday evening, was a high point of entertainment, accompanied by no speeches, but by a floor show and by dancing to the tunes of a large orchestra.

## Mayor at Opening Session.

Notice was served to arise early for the opening session of the convention, which President Lester C. Lovett called to order at 8:45 a. m. July 17, to be

## Officers Elected.

### President.

Lester C. Lovett, Little Silver, N. J.

### Vice-president.

Miles W. Bryant, Princeton, Ill.

### Executive Committee.

Donald Wyman, North Abington, Mass.

Clarence O. Siebenthaler, Dayton, O.

### Trustee.

Samuel E. Blair, Nutley, N. J.

the association's work, his preliminary comments as secretary showed equally effective work.

During the past year twenty-four new members were gained, against none the preceding year. Except for the severe drought, he believed, there would have been a larger increase, but despite that handicap, he said, reports reaching his office indicated that nurserymen are in better shape this year than twelve months ago. From his financial statement, a balance of \$5,447 was shown July 1, 1934, as against \$4,569 a year before, receipts totaling \$13,305 and disbursements \$12,427. An auditing committee was named, comprising Harold S. Welch, Albert F. Meehan and Louis E. Hillenmeyer.

## Funds for Planning Committee.

Miles A. Bryant pointed out that, while the A. A. N. had advanced \$1,000 toward the expenses of the national planning committee and other associations had contributed funds, the members had incurred considerable sums in addition, thus far paid out of their own pockets. The indebtedness of the industry to these men for their great expenditure of time was so large already, he said, that the reimbursement of their expenses seemed a matter of immediate duty. As no plans for raising the necessary funds were forthcoming, B. J. Greening proposed the appointment of a committee to report the following day.

John Fraser, Jr., was appointed chairman of the committee, with Clayton Bunting and W. J. Smart to serve with him. On the following day, Mr. Fraser said the committee had found no way except voluntary subscription, and cards were passed for that purpose.

## Notable Guests.

The address of Richardson Wright, printed on another page, was heard with interest for the suggestions of value to the hearers in the matter of developing the sale of nursery stock. In reference to the association of other interests in the advancement of horticulture, Mr. Wright introduced Mrs. Robert C. Wright, chairman of the conservation and roadside committee of the Garden Club of America, and Mrs. Margaret Boardman, executive secretary of the committee. Mrs. Wright spoke briefly of the committee's purpose, to conserve native plants and to further their use in roadside planting, asking the nurserymen to supply lists of available stock they may have of this character.

Dr. William Crocker, director of the Boyce Thompson Institute for Plant Research, referred to developments in research work on germination at the institute, promising a report at a later convention.

Dr. Thomas C. Headlee, of the New Jersey agricultural experiment station, dwelt again on the Japanese beetle, toward the control of which he has done much work. Since its discovery in 1916, he said, the beetle had spread but slowly, only fifty miles in a natural way, but distant infestations by artificial spread,

in readiness for the welcome from the lips of Mayor La Guardia himself at 9 o'clock. The mayor especially referred to the results he had achieved for horticulture by replacing five park commissioners with one commissioner and thus gaining in the proportion of funds expended on actual plantings, the consequences of which were easily seen in Central park on the preceding day. Walter W. Hillenmeyer fittingly responded to the mayor's welcome.

In his official address, President Lovett paid fitting tribute to the work done by various officers and committees of the association during his year of office. His subsequent remarks on the industry, its prospects and problems, printed on another page, are well worth study. A committee was appointed to pass on his recommendations, consisting of George A. Marshall, Harlan P. Kelsey, Jr., and Edward J. Baker.

## Secretary's Report.

While the report of Charles Sizemore as traffic manager appears on another page, telling the savings made for nurserymen in transportation costs through

chiefly transportation agencies, had been found. Inasmuch as a means of eradication had not been discovered, control measures must be closely observed, he said, but these had not and would not put any nurseryman out of business.

Dr. E. D. Merrill, director of the New York botanic garden, told of the courses of study being offered for student gardeners and professional plantmen, in a series of Monday evening lectures to begin October 1, a continuation of the course of last season. This course is patterned after that at Kew garden, in England, and a certificate will be awarded to those completing two years' study. He mentioned another new undertaking, that of botanic exploration, one expedition having already gone to the southern Appalachian mountains and another being planned for the northern Rockies.

The thanks of the convention for the appearance of the notable guests and the information they had contributed were given from the floor by Robert Pyle and reinforced from the chair by President Lovett.

#### Landscape Architect's Views.

The Tuesday afternoon session was opened by an address by Alfred Geiffert, Jr., representing the New York chapter of the American Society of Landscape Architects, on the subject of coöperation between nurserymen and landscape architects.

Nurserymen, he said, are trained to know plants and how to grow them. Their mission is to produce selected varieties in quantities for market at a profit.

Landscape architects, he said, are trained to know plants and their manner of growth; to know architecture, engineering and sketching; to acquire broad cultural knowledge—in short, to be artists.

The common interest of nurserymen and landscape architects lies in the use of planting material. The nurseryman sells the plants. The landscape architect sells the arrangement and composition. Nurserymen can coöperate with landscape architects by acquainting the public with the service the latter provide. More satisfactory results will follow in the use of the nurseryman's plants. The public will be better satisfied.

A puzzling problem, he said, was how to make this service available to small home owners. One way, he said, was for such owners collectively to employ the landscape architect, sharing the cost. Another was through a clearing house employing the services of the younger architects.

The current trend toward land buying made his subject pertinent, and Mr. Geiffert urged closer coöperation.

#### Report on Revitalization.

Some months ago President Lovett appointed a committee—E. H. Costich, J. H. Humphreys, William Flemer and E. L. D. Seymour—to consider the revitalization or reorganization of the A. A. N. to meet the needs and problems of the industry. While the 300 or 400 members represent a large proportion of the nursery acreage in this country, some believe a larger numerical representation should be obtained. This subject was thoroughly presented in the committee's report, read by Mr. Costich and printed on another page of this issue.

After its reading, much discussion took

place, without many definite suggestions. The upshot was a motion that the president name a committee of one wholesaler and one retailer, they to name a third, not an association member, and this committee to nominate a committee of twelve, including four not association members, to bring in a report on the revitalization committee's proposals at a subsequent session. Morris J. Dee was the retailer named and Henry B. Chase, the wholesaler, they selecting Mr. Costich as the third member. They nominated, as the committee of twelve, J. A. Armstrong, E. L. Baker, Eugene Boerner, Herman Brummé, George A. Marshall, Ray Rice, Edward S. Welch, Owen Wood, Paul Doty, Robert Faxon, J. H. Humphreys and E. H. Costich, with E. L. D. Seymour as secretary of the committee.

#### Park Development.

The Wednesday morning session opened with a most interesting talk on the possibilities in park development by Herman W. Merkel, superintendent of the Westchester county park system. He unfolded, with illustration by slides, the remarkable story of the development of the highway and parks toured in part by the nurserymen on Monday. Over a period of years, eyesores and dumps have given way to beautiful plantings and roads that have enhanced property values tremendously, without excessive cost to the taxpayers because of the earnings of such places as Playland, rentals from gas stations, etc.

Reporting for the advertising committee, Walter W. Hillenmeyer stated that, though subscribers to the fund had been released and money returned, work had been continued through the yard and garden contests. Of these 110 were newly started and many renewed. Newspaper and magazine clippings evidenced the amount of publicity received. The deficit of \$215.19 had been assumed by the L. W. Ramsey Co., which had conducted the contest work. The future, said Mr. Hillenmeyer, depended upon the support and interest of the nurserymen.

Reporting for the legislative committee, William Flemer said its work was duplicated in that of the quarantine committee and the national planning committee; so he would make no separate report. President Lovett remarked that this did not mean the legislative committee had been inactive, for Mr. Flemer had borne his share in the work done.

The report of the quarantine committee, read by Albert F. Meehan, appears in full on another page, as does that read by E. C. Hilborn for the committee on state and federal nurseries, and that summarized by Robert Pyle for the committee on botanical gardens and arboreta. F. R. Kilner read the report of the necrology committee.

Dr. Richard White, of the New Jersey agricultural experiment station, spoke briefly on the Dutch elm disease, deplored the newspaper publicity alarming the public, needlessly he believed. He reminded nurserymen, as did his recent article printed in *The American Nurseryman*, that the infected trees are in a restricted area and immediate steps are being taken toward the eradication of the disease.

John C. Chase was recognized by the chair in his attendance at his thirty-eighth consecutive A. A. N. convention. He had traveled from Vancouver to the New York gathering. He is treasurer of the Benjamin Chase Co., Derry, N. H.,

which has supplied wood labels for nurserymen for over fifty years, and he will be 85 next week.

#### John Surtees on Costs.

The Thursday morning session opened with an appropriate talk on nursery costs by John Surtees, Ridgefield, Conn., whose articles on the subject were featured in *The American Nurseryman* last autumn. His rule that overhead costs equal labor costs in the nursery makes it possible to arrive easily at an estimate of the cost of production on individual items of stock. His offer to assist in developing an association cost system led to a motion by Owen Wood that a committee confer with him on the subject and report to the body later.

E. H. Costich, for the committee of twelve on revitalization, said the subject was too big for a plan to be reached during the convention. A motion by Miles Bryant prevailed that the committee be continued to report at the next convention.

The report of the committee on the president's address was read by E. L. Baker for the chairman, George A. Marshall. The recommendation that a large committee be appointed to study the problem of revitalization had already been acted upon. The matter of nurserymen's obtaining government loans, the committee declared, should be put in the hands of a competent committee, which should have a legal adviser. Support by members of the work of such committees as Albert F. Meehan on quarantines and E. C. Hilborn's on federal and state nurseries was urged strongly. The appointment was recommended of an educational committee to work with garden clubs, roadside improvement associations and schools, and also to check up on federal and state projects of interest to nurserymen.

#### Address by Porter A. Taylor.

Porter A. Taylor, assistant chief of administration of the A. A. A., came a day before the hearing to address the association and presented much pertinent information. The purpose of the act, he said, was to restore the prewar parity price to producers, which was construed by Congress as an average of the years 1909 to 1914 corrected to the current cost level of what the farmer buys, the correction amounting to twenty per cent. So the act seeks to raise agricultural commodities to 120 per cent of the prewar average.

A number of horticultural commodities are already under marketing agreements, including fruits, nuts and vegetables of various kinds. Two-thirds of the fruits produced in the country is now marketed under the A. A. A.

He said several questions were involved in setting a minimum price, (1) whether it might not also become a maximum price, quality being overlooked; (2) whether costs in the industry were sufficiently uniform; (3) whether cost data was available, and (4) whether purchasers were able to pay the minimum price without curtailing sales. Unless all the influencing factors are observed, he said, disaster might result.

The nurserymen's peculiar problem resulted, in his opinion, from the great variety of products, the many classes of service rendered, the different methods of obtaining sales, the varying labor costs and the difference in transportation costs.

Speaking of the outlook, he declared that of citrus fruit producers was not bright, because production had increased six per cent per annum for fourteen years. The demand for apples had been declining. Pear production was upward, but the trees in production were enough to continue that trend. Cherry bearing trees increased one-third in three years. Only peaches, among major fruits, showed a bright outlook, because there had been a downward trend in production since 1931, and bearing trees are not in excessive number.

The outlook for ornamentals is uncertain, in Mr. Taylor's opinion, because of the problem of sales at low prices for part of the output. Special prices disorganize an industry and bring it into disrepute among buyers. Stock sold below the cost of production must be paid for by other customers or out of invested capital.

A marketing agreement, he concluded, must be simple to be effective and must operate on but one principle, though others may be added later. Such an agreement must have the support of the whole industry to be effective. Mr. Taylor's address is published elsewhere in this issue.

#### Discuss Marketing Agreement.

Just as members were leaving home for the A. A. N. convention, mimeographed copies were received from Washington of the proposed marketing agreement for nurserymen, much revised from earlier drafts and containing the so-called open price plan. In anticipation of the hearing on this agreement, the day after the convention, the report of the national planning committee was awaited with keen interest. In his opening remarks, Chairman Clarence O. Siebenthaler related how the committee had been appointed at the Chicago convention, a year previous. In January a report had been published, the full code of fair practices and the marketing agreement being printed by The American Nurseryman at that time. The code was later considered inadvisable. In order to file a marketing agreement, it was discovered necessary that it contain a provision to raise prices, in order to come within the terms of the agricultural administration act. Of four means, that of setting minimum prices was rejected because of insufficient data to ascertain the cost of producing nursery stock. Curtailment of production was not feasible, nor was division of trade territory. Left only was the open price plan.

Donald Wyman, a member of the national planning committee, described the administrative measures. The marketing agreement provides for a control committee, a regional committee for each of six regions and a regional administrative committee for each region. The agreement also provides for registration of members of the industry with the regional committee of each region in which they conduct business.

The control committee would consist of seven members, one member selected from each region by the respective regional committees, and the seventh member selected by at least four of the original members. The regions would be designated as follows: Eastern, central, southern, southwestern, mountain, Pacific.

Members of each regional committee

would be selected by the nurserymen's associations of each state within the region, one member being named for each \$1,000,000 of sales in each state. In states where no state nurserymen's association is in existence, the members of the regional committee would be selected by a general election in which all producers and distributors of nursery stock located in such state would be entitled to vote. At such election one member would be elected for each \$1,000,000, or major fraction thereof, under the same terms as those applying to associations. In such cases any person who is both a producer and a distributor would be entitled to only one vote.

Each regional committee may appoint an administrative committee, under the terms of the proposed agreement, consisting of not more than five members, who may or may not be members of the regional committee appointing them and



Miles W. Bryant.

who would serve for such period of time and upon such conditions as the regional committee would prescribe.

#### Amendments Stir Debate.

On the opening day of the convention a group of forty or fifty nurserymen had discussed the text of the marketing agreement. Thursday morning were distributed 2-page mimeographed copies of suggestions and amendments. The absence of signatures on the draft caused Rhea F. Elliott to ask the source. William Pitkin acknowledged being drafted on the committee, while not at the group meeting, others being W. G. McKay, L. C. Stark, C. H. Perkins, Lee McClain and E. S. Welch.

W. G. McKay opposed the open price plan on behalf of his firm, the Wisconsin Nurserymen's Association and the United States Retail Nurserymen's Association, comprising the large agency firms.

W. H. Wyman, in a forceful talk, declared the nurserymen's condition followed overproduction in consequence of the imposition of quarantine 37 and of

the depression. Price regulation was not needed to correct the situation, though stricter regard for trade ethics would be a means of relieving many of its bad features.

Speaking for the Southwestern Nurserymen's Association and the Southwestern Coöperative Nurserymen's Association, E. J. Baker declared the latter's selling procedure quite successful and said the open price plan was unanimously opposed, though a minimum price schedule would be favored.

#### Closing Business.

So strenuous was the debate that an afternoon session was necessary. Debate ran high on the necessity of a marketing agreement, the practicability of the open price plan, the submission of the proposed amendments and related matters. Lloyd C. Stark, A. J. Jennings, W. P. Howe, Jr.; Herman Brummé, P. J. Van Melle, Robert Pyle and others participated, and discussion was prolonged without the contemplated consideration of the articles of the agreement. Late in the afternoon a rising vote for and against the marketing agreement showed 20 to 30 on the matter, and a similar count of nonmembers present showed 16 to 7. The combined votes, therefore, were 36 for and 37 against. With that inconclusive showing, the subject was left for the hearing next day.

Robert Pyle, chairman of the committee on botanic gardens and arboretums, submitted a resolution regretting the absence of the invited nurserymen at the meeting at Washington the same day on the United States botanic garden and supporting the control of that project by the Department of Agriculture.

In the absence of George Harris, the report of the state association delegates' meeting was given by Eugene Boerner. He said all the delegates were present but three at the meeting the preceding evening. They nominated for reelection Lester C. Lovett as president and Miles W. Bryant as vice-president. As members of the executive committee, Donald Wyman and Clarence O. Siebenthaler were named, while Samuel E. Blair was nominated trustee, to succeed himself. The national planning committee was nominated for reelection to continue one year or until it should be succeeded by a control committee.

Mr. Lovett expressed his appreciation of the nomination, as well as of the honor of having served the past year. He sought to decline renomination and manfully voted against the motions put by Vice-president Bryant, but unsuccessfully.

#### Cincinnati Next.

Earlier in the day, Russell Wilson, mayor of Cincinnati, appeared before the convention to invite the association to his city in 1935. His entertaining speech and winning manner made the choice a foregone conclusion, though invitations came from Chicago, Yellowstone park and other places. A unanimous vote followed the delegates' recommendation of the "Queen City of the West."

#### TRADE EXHIBITS.

Trade exhibits at the nurserymen's convention this year reflected the revival of business. Though not so many as in years gone by, their number was a notable change from the almost complete absence the past two years. Seldom have



the booths been so attractive; this was because of the uniform background of drapes. The mezzanine floor just outside the meeting room was a convenient place, and the nurserymen gathered in numbers before and after sessions.

The Somerset Rose Nursery, New Brunswick, N. J., exhibited the climbing rose, Dawn, possessor of plant patent No. 1. The Hicks Nurseries, Westbury, N. Y., had a planting as of a garden setting. The Cole Nursery Co., Painesville, O., exhibited the new pyramidal barberry, for which a patent has been applied for; it is called *Berberis Thunbergii pluriflora erecta*, and its upright growth commends it as a hedge plant. The Princeton Nurseries, Princeton, N. J., showed evergreens, both specimens and lining-out stock. Nursery stock in variety formed the exhibits of Gardner's Nurseries, Rocky Hill, Conn., and the Julius Roehrs Co., Rutherford, N. J. Lester C. Lovett, Milford, Del., exhibited azaleas, boxwoods and arbor-vitae.

Swedish peat moss was offered by the Premier Peat Moss Corp., New York, with peat moss and related products by Atkins & Durbrow, Inc., New York. Burlap products formed the exhibit of J. Shore & Co., Chelsea, Mass., and cordage that of the United Fibre Co., New York. The insecticide and spreader C P O was displayed by the Crystal Soap & Chemical Co., Philadelphia. Rototiller, Inc., New York, showed its tilling implements.

Cold vegetable wax emulsions for dipping nursery stock, in place of hot paraffin, were the contribution of the Wilbur White Chemical Co., Owego, N. Y. The simplicity of application, easy control and glossy appearance interested nurserymen.

Horticultural books were displayed by the Macmillan Co. and the A. T. De La Mare Co., New York. Magazine publishers were also represented—Horticulture, Condé Nast Publications and Garden Magazines Associated.

### CONVENTION NOTES.

A tabulation of the acreage represented by the nurserymen at the convention indicated that it reached about one-third of that in the country, 140,000 acres, as shown by the 1930 census of the horticultural industry.

The garden in the lobby of the Hotel New Yorker was the work of one of the nonmembers who contributed largely to the success of the gathering. J. H. Schmidt & Son, Millburn, N. J. F. M. Schmidt was in charge of the trade exhibition space, also.

The prolonged discussion of the marketing agreement Thursday kept many from the trip to Radio City that afternoon, one of the fine entertainment features of the week.

Breakfasts, luncheons, theater parties and trips kept the ladies well entertained. The meeting of the Ladies' Auxiliary was held in the directors' room of the Standard Oil Co. at Rockefeller Center. Mrs. Ollie A. Hobbs, president, sat where the millionaire presiding officer of the big corporation has his place.

The Baby Ramblers still know how to have a good time and to show others the same.

The United States' Retail Nurserymen's Association reelected its officers at a meeting at New York: President, C. C. Smith, Charles City, Iowa; vice-

president, Charles Burr, Manchester, Conn.; secretary, W. G. McKay.

The American Nurserymen's Protective Association continues its good service under the direction of its perennial secretary, B. J. Maloy, Rochester, N. Y. C. H. Perkins is president.

### LOCAL COMMITTEE.

Complete acknowledgment of those who helped make the A. A. N. convention at New York an outstanding success is not easy, so extensive were the coöperation and aid of nurserymen and others, not only in the city, but in states near by. The chairman, T. Raymond Rice, of the Outpost Nurseries, Ridgefield, Conn., threw all his youthful energy into the work and seemed never to flag or tire. Of course, President Lester C. Lovett deserves much credit. The honorary chairman, L. C. Bobbink, provided a most active worker, Miss Dorothy Bobbink, the convention hostess.

The Eastern, New Jersey, Long Island, Connecticut and Westchester County nurserymen's associations supported the convention as bodies and by the work of their members.

Chairman Rice gave credit to the following, among many, for their special parts in the preparatory arrangements and convention activities: R. T. Brown, E. H. Costich, Jac Bulk, William Flemer, Frank M. Schmidt, Carroll E. Perkins, A. M. Van den Hoek, D. Leslie Scott, George Harris, Albert F. Meehan, from the trade, and Joseph J. Lane, E. L. D. Seymour and J. H. Johnston, from the press.

### MARKETING AGREEMENT.

(Concluded from page 4.)

determination having been maintained by the Jewell Nursery Co. for the past twelve years. He followed his father's telegraphic message to "side with the progressive men" and declared he would support the open price plan. He believed the nursery trade was a conspicuous exception to organized industry.

By adhering to catalogue prices, with discounts for various classes of trade, Robert Pyle said, his company had followed virtually an open price policy. With provision of sufficient latitude for a cash-and-carry business, it should be generally successful. He declared that numerically eighty-five per cent of the trade favored the plan and that the remaining small number did not wish to yield control. The situation called for consideration of the larger group, he said, and production control and price control go hand in hand.

C. E. Wilson favored some means to control speculative production, but felt a classification of buyers would be required in setting prices.

### Amendment Submitted.

Debate, queries and rebuttal featured this keen discussion of the open price article, in which many engaged Friday afternoon and Saturday morning. Attempt was made to reconcile the differences by the submission, at the close of the hearing, of an amendment to section 4 of article VI relating to open prices. This consisted of the omission of the final sentence in the mimeographed copy distributed to the trade from Washington and a new final sentence added instead. Section 4 then would read:

"There shall be but two classes of such lists, namely, trade lists governing prices charged for nursery stock sold to persons for resale, and consumers' lists, governing prices charged for nursery stock sold to persons for planting and not for resale. No nursery stock shall be sold at prices differing from the filed lists. Different price lists may be filed within each class, with due consideration to the cost of service rendered or type of buyer; provided that purchasers within any such subclassification shall not be permitted to buy from any more favorable list, and provided further that sealed bids for public business may be submitted at twenty-five per cent less than the lowest bona fide consumer price filed by such bidder."

### Amendments.

Considerable discussion was devoted, briefly in each case, to minor changes, suggestions and amendments of the other articles of the marketing agreement. In some instances, these were left for later determination by the national planning committee, as a definition of specimen stock, the formulation of procedure for the election of the control committee, the rearrangement of the states in the regional groups, the possible elimination of small berry plant growers or producers of stock in insignificant annual volume from the marketing agreement.

To the section on credit terms was proposed an amendment to change these to maximum, rather than fixed, terms.

For the article on marketing regulations was offered an additional section permitting the seller of an unclaimed or refused shipment of nursery stock to resell it to best advantage, regardless of the listed price.

To the article on unfair competition were proposed additional sections on auction sales, on the purchase of stock from tax-supported or tax-exempt institutions or bodies and on misrepresentation in regard to agency practices.

Several other possible amendments were read into the record, including most of those in the mimeographed pages circulated at the A. A. N. convention. By that time evening was close on the second day, and attention was chiefly directed to getting into the record all that might have the possibility of consideration.

The chairman set fifteen days from the close of the hearing as the period in which briefs may be filed. Then the A. A. A. officials will review the record, and a final draft of the marketing agreement will be prepared for submission to nurserymen of the country for their acceptance and individual signature.

ORSON B. GREENE, peony grower near Lees Summit, Mo., is reported to have celebrated his one hundredth birthday anniversary July 8.

SUCCESSFUL bids to supply shrubbery and other plants for the United States engineer's office at Kaukauna, Wis., were made by the White Elm Nursery Co., Hartland, Wis., and Eschrich's Nursery, Milwaukee.

A BRIGHT outlook in east Texas for a choice crop of roses and other nursery items is reported by the Verhalen Nursery Co., Scottsville, Tex. Early bookings for stock have been large with this firm and indicate a strong demand.

# Prospects and Problems of Nurserymen

Address of Lester C. Lovett, President of the American Association of Nurserymen, at A. A. N. Annual Convention at New York

Serving the past twelve months as president of this great organization has meant that I have been privileged to enjoy the greatest honor that can be given to a man engaged in this industry, and I am very proud of having been thus selected. It has also meant the assumption of greater responsibilities than I ever before knew. That which has been accomplished during my administration is due not nearly so much to my own efforts as to the efforts of those members who have been called upon to help. This is not just a pretty compliment, but rather a frank admission of my own gratitude for such unswerving faithfulness. Never has there been a president more heartily supported than I have been for this past year.

Here and now I want to pay a tribute to each member of the national planning committee for the admirable and unselfish manner in which he has served the nursery industry, and particularly I wish to commend its chairman, Clarence Siebenthaler, who has worked day and night for weeks on end to the detriment of his own business, and with no reward in view save the betterment of our industry as a whole. I want to declare in a manner that cannot be misunderstood that every nurseryman in this country is deeply indebted to the planning committee for having functioned so unselfishly and so efficiently.

## Difficult Job.

Also, I must not neglect to speak in a decidedly complimentary way regarding the splendid judgment exercised by Attorney Macdonald. His advice to proceed slowly has been thoroughly justified, as evidenced by developments of the past few weeks. The attempt to formulate a marketing agreement which will prove equally fair and just to all types in our nursery industry is no simple job. The dignified manner in which the members of this planning committee have operated (with no display of temper because of unjustified criticism) has aroused in me a feeling of deepest admiration.

For the past several years, and particularly during the past year or two, there has developed an unmistakable demand for a national nurserymen's association which would be truly representative of the industry in all its branches. Various plans and suggestions have been made at state and regional association meetings, and also in the trade press, whereby it has been hoped that all types of nursery business and all classes of nurserymen, both large and small, would be properly represented in the A. A. N.

## Closer Tie-up.

This might possibly be accomplished through a closer tie-up between the state and regional associations, and the national association itself. Therefore, I deemed it to be to the interest of the industry as a whole to have a careful study of this problem made by a committee, the personnel of which would comprise both members and nonmembers of this present association.

Several weeks ago I named such a committee, and every man whom I invited to serve has done so willingly and without thought of profit to himself. E. H. Costich, its chairman, will submit a report this afternoon, which contains numerous valuable recommendations. It is my sincere hope that the members of the A. A. N. will be so favorably impressed with the report that the incoming president may be instructed to appoint a special committee whose duties shall be to study these recommendations carefully and to submit an appropriate outline for a rejuvenation of the A. A. N. at our 1935 convention. I also respectfully recommend that this convention give a vote of thanks to Mr. Costich and his committee for having carried out the wishes of your president in so splendid a way.

## More Funds Needed.

If we reorganize, a plan should be set up for securing sufficient funds so that your committee can function properly. Sufficient funds should also be provided to pay the salary of a representative who can devote his entire time to matters of interest to our nursery industry which transpire in Washington, D. C.

This suggestion must not be construed as a reflection upon the efficiency of our present secretary; it is certainly not intended as such. Secretary Sizemore has served our association in a splendid way and there is no likelihood of our finding anyone for the position who is more efficient and hard working than he. However, "Charlie" is already doing the work of at least two good men, so quite naturally, cannot take the necessary time to do this extra work. Attorney Macdon-

ald, I feel, likewise cannot give the necessary time to this service, since he is already under a heavy burden of work, and this new task might be too much, even for him, if piled on top of his present position. A well qualified representative could, however, be secured from the legal ranks at a small cost and the results that such a man could accomplish for our industry might easily be tremendous.

## Federal Financial Aid Needed.

And now we come to a subject which, though more unpleasant than most topics brought up in this address, is, nevertheless, important at this time. Although there is an unquestionable improvement in general business conditions today as compared with those of a year ago, and I feel that there is ample justification for anticipating that conditions in the nursery industry will show even greater improvement during the next 12 months, nevertheless, a good many nurseries, including some of the oldest and most highly respected firms, are in most urgent need of financial aid at this time. This aid, if forthcoming, will undoubtedly make it possible for these firms to continue their business normally and with a satisfactory margin of profit, though in some instances these same firms will find it necessary to discontinue operations unless they secure financial aid which cannot possibly be hoped for locally.

In other words, it is absolutely imperative that federal financial aid be given these firms. I am of the firm belief that long-time loans can be secured if the case of the nurseryman is brought to the attention of the right authorities. I therefore recommend the appointment of a special committee whose duty it shall be to give this problem consideration and in which will be vested authority to take such action as it deems necessary in an endeavor to accomplish the desired purpose.

## Quarantines and State Nurseries.

The committees appointed by me have all done their work thoroughly and well, for which I am, of course, grateful. It would be unjust if I made no complimentary report concerning the splendidly efficient work done by Albert F. Meehan, chairman of the quarantine committee. I am not resorting to exaggeration when I tell you that his presentation of the nurserymen's views and wishes at the hearing called to consider the modification of quarantine No. 37 was the most complete and convincing that I have ever heard made by anyone at any hearing.

Ernest Hilborn's work as chairman of our committee on federal and state nurseries should also be commended. As all of you know, a number of federal nurseries, known as erosion control nurseries, have been established in different states, and it was undoubtedly the original intention of the federal government to have trees and plants grown in these nurseries for the purpose of erosion control. However, due to the splendid work



Lester C. Lovett.  
(Pres., American Assn. of Nurserymen.)

done by Messrs. Hilborn and Sieben-thaler and Attorney Macdonald, it was finally decided to use these nurseries for experimental purposes only, providing sufficient suitable material for erosion control planting could be found in regular commercial nurseries or would be grown on contract by commercial nurseries.

#### Firms Fail to Cooperate.

In an endeavor to locate the large quantity of trees and plants required this past spring by the erosion control service, I sent out approximately 1,000 letters to members of the A. A. N. and other nurserymen who, I thought, might be able to supply some of this material. Unfortunately, two or three of the larger nurseries which specialize in the production of the class of material needed gave no indication of a desire to quote on it. This was most unfortunate, especially since the erosion control service had already indicated a willingness and, in fact, a real desire to look to regular established nurseries for its requirements in nursery stock, rather than grow such stock in its own nurseries, to which I have just referred.

Naturally, if the nurserymen are unable or unwilling to furnish such trees and plants as are required by the erosion control service at reasonable prices and especially if they do not indicate a desire to grow such material on contract at reasonable prices, there will be nothing left for the federal authorities to do but to make provision for having this material grown in the erosion control nurseries. I, therefore, respectfully recommend that all nurserymen who are qualified to do so will indicate to Mr. Bennett, the director in charge of the erosion control service, a sincere desire to submit quotations covering the material which will be wanted for these plantings this coming fall and spring, 1935, and also a desire to grow such material as is to be grown on contract for distribution a year or two hence.

#### Should Aid in Popularizing Gardening.

It seems to me that the time has arrived when our association must take a more active part in the many movements that affect the ultimate consumer of our products. For years we have seemingly been content to let other groups and individuals be more responsible for the growth of gardening interest than we have been. We should, I believe, be in a position to cooperate with the many existing factors in the enlarging of our market, as well as to initiate some thoughts of our own.

Newspapers, magazines, garden clubs and flower shows have all contributed toward the extension of our market over a period of years and more often than not, with little, if any, help from our own organization. It is an established fact that if given a sufficient demand for our products, there will be little else in the way of problems that will beset us that we cannot solve. Certainly it is worth the effort to the point of establishing a national committee to which worthy enterprises may go for aid and cooperation and which may keep local groups advised as to worthy projects that merit their support. This committee may well grow into one of the most important of our committees in the future,

and one thing is certain—it can do no harm.

#### Nonmembers Work Too.

In conclusion, I wish to acknowledge with my most sincere thanks the gratifying manner in which numerous eastern nurserymen and members of the press have cooperated with our committee on arrangements in making plans for this convention. Of course, the work of Chairman Ray Rice has been without a flaw, but without the assistance of these other fine fellows who have given liberally of their time these past several weeks, it would have been absolutely impossible for us to have made arrangements for anything like so successful a convention as this one promises to be.

In consideration of the fact that this convention is made possible by the hard work of men who are not members of our association, as well as by our members, it seems only fair to me that the privilege of the floor should be granted to anyone and everyone who is interested in elevating or in any way bettering our conditions. Let it, therefore, be known that the privileges of the floor are granted to anyone interested in whatever subject may be up for discussion and that the members of this association will appreciate hearing whatever views the nonmembers may hold on such questions as may arise.

#### CONSIDER BOTANIC GARDEN.

Establishment of a great botanic garden in the nation's capital was considered by the House of Representatives Library committee at a special meeting at Washington, D. C., July 19, attended by leading botanists and plant experts. With Representative Keller of Illinois presiding, the committee considered a report to the Seventy-fourth Congress regarding the creation of such a botanic garden. It acted under authority of a resolution adopted by the committee shortly before adjournment of the last Congress.

Although the meeting was held behind closed doors, it was understood the discussion showed a unanimous approval of establishing a garden comparable to

the great gardens of European cities and other communities in the United States. The committee has had jurisdiction over the present botanic garden, but has been dissatisfied with its small size and lack of scientific value.

The various botanists and experts have consented to work with the committee in preparing its information and presenting its report. The House of Representatives body already has communicated with botanic gardens throughout the world and has gathered considerable data from them. Representative Keller said the primary purpose of the committee at present is to report to Congress what disposition should be made of the present garden. It also must determine what governmental agency would best be qualified to operate the projected garden.

Following the meeting, those in attendance made an inspection trip through the present garden. G. H. M.

#### GIANT CAMELLIA TREE.

Probably one of the finest camellia trees in the state of California is located at the nursery of W. B. Clarke & Co., just outside the city limits of San Jose. Each year flaunting thousands of camellias, the tree has attracted the attention of tourists and motorists from all over the bay region.

In memory of Captain Joseph Aram, who planted the tree sixty years ago, the camellia, a deep pink double flower, has been named Captain Aram by W. B. Clarke.

Captain Aram was the pioneer nurseryman of the valley. In 1849 he established his nursery in San Jose with plants and flowers which he had sent to him overland from Ohio. After twelve years he changed his site for the alluvial bank of the Coyote creek, three miles north of San Jose, and there he moved his flowering shrubs and trees. There, in 1873, he planted two camellia trees, one white and the other deep rose. In the delicate early state, the tree with the white blooms died, but the pink one has grown on through the sixty years and cuttings are to be found all over the state.



Camellia Tree at San Jose, Cal., Nursery Produces Thousands of Blooms.



# Plan for Reorganization of A. A. N.

Committee Composed of E. H. Costich, J. H. Humphreys,  
William Flemer and E. L. D. Seymour Offered This Plan

Pursuant to the request of President Lester C. Lovett, the special committee on revitalization of the American Association of Nurserymen has carefully considered and discussed the matter of a possible revitalization or reorganization of the association. It has taken into account the past history of the association and the changes that have taken place in the nursery industry since the association was organized, the basic effects of the recent general depression upon the nursery business and the efforts that have been or are being made to offset these effects, the number, nature and scope of the sectional, state and local organizations in the trade as well as the temporary set-up of code committees and groups, the outstanding problems—present and prospective—of the nursery industry and various proposed methods of solving them—various plans and programs that have been suggested with a view to improving the lot of the nurseryman and such comments and criticisms of these suggested programs as have come to the committee's attention.

## Need for Change.

As a result of such consideration, the committee has arrived at the following conclusions, which it submits as premises upon which the rest of this report is based:

1. There is an acute well defined continuing need for a really representative national trade organization.

2. The American Association of Nurserymen as created to fill this need more than a half-century ago and as still constituted and conducted is no longer adequate and suitable for the purpose.

3. To fill the present-day need, two courses of action are possible: (A) Disband or otherwise terminate the American Association of Nurserymen and set about forming a totally new body. (B) Retain and carry on the American Association of Nurserymen, but with such changes, modifications and new by-laws, objectives, activities and relationships as may be found necessary to modernize and revitalize it.

4. The second of the courses just outlined is for various reasons the more desirable. It is also practicable and can be carried out if the present American Association of Nurserymen membership and the members at large of the industry will indorse and support it.

5. Such a program would involve months of hard work by a special committee composed of outstanding broad-minded, clear-visioned individuals whose task would include:

A—Canvassing the trade or at all events all the trade organizations for comment on the rough plan outlined hereunder.

B—Collating and weighing such comment and all other constructive advice and suggestions.

C—Formulating all details of the plan not developed herewith.

D—Securing the indorsement and active cooperation of all influential members (individual) of the industry and especially all existing trade groups.

E—Organizing the machinery required to accomplish the change.

F—Preparing the necessary resolutions, authorizations to permit final approval, adoption and installation of the new system.

## Representative Committee.

6. Should this report and its recommendations be accepted by the 1934 American Association of Nurserymen convention, there should be chosen at that time the committee referred to under paragraph No. 5, to be representative of the several main sections of the country and the different divisions of the industry, with power to add to its number or enlist the aid of members of the industry not now American Association of Nurserymen members and to undertake the tasks referred to above.

7. Such committee should have at least one meeting during or immediately following the 1934 convention. Thereafter for some time, its work could be done by correspondence or by small meetings of subcommittees chosen to facilitate such meetings. It would from time to time submit progress reports to the American Association of Nurserymen membership and the trade at large and a final report at the 1935 American Association of Nurserymen convention, at which time, also, the major steps in effecting the change would be taken.

8. Necessary action by existing sectional state and local organizations to effectuate the new set-up would be requested at their annual meetings or other appropriate times.

9. As this is essentially an American Association of Nurserymen project for the purpose of giving that organization new life and usefulness, necessary funds for the use of the committee and for carrying out the change should be provided from the American Association of Nurserymen treasury, or if not available there, by special assessment of all members. At the same time, as the plan is designed to benefit and serve the entire industry, solicitation of voluntary contributions from other organizations, individuals and firms would be in order if found essential.

## Objectives.

The objectives of a new set-up for the American Association of Nurserymen are (1) to assure for every member of the industry, large and small, direct personal representation and interest in the national association, its management and its activities; (2) to create machinery so that every existing needed organization, while maintaining its own individuality, would be enabled to cooperate with any other group or groups in meeting situations of mutual importance or interest and to secure the aid, moral and material, of the national organization and through it the influence of the entire industry, in connection with matters of national or otherwise outstanding significance; (3) to secure for the nursery industry from the public, the government, etc., the recognition

and consideration to which it is entitled, but which it has not heretofore received, chiefly because of its own inertia, lack of united action and unwarranted inferiority complex.

Fundamentally, the plan is for a national body made up from the bottom—that is, from the individual nursery concerns, by successive organizations in local, state, sectional and national groups. Complete equalized representation of each group in the next higher (or larger) group would be sought; also closer, more effective relations among members of groups that can conveniently be gotten together. It is felt that half a dozen sectional meetings fully attended from which instructions are sent to a central group of a few representatives are more practical and more useful than a single poorly attended though so-called national meeting.

## Depends on Present Bodies.

Starting at the bottom, the plan recognizes and depends upon the existing state and local associations. The aim would be to enroll every legitimate nurseryman in some organized group, whether a state body in a state like Vermont or Rhode Island or a more local body as the Long Island Nurserymen's Association or the Western Retail Nurserymen's Association in a larger state.

It is realized that certain relatively small groups have problems peculiar to themselves warranting concerted action, but it is submitted that, as nurserymen, their members are also affected by conditions of state, regional or nation-wide extent, which obviously they cannot attempt to meet or modify alone. Therefore, it is recommended that any group, however small, be a definite part of the next larger body.

Local and state associations will have their own by-laws, officers, committees and conventions or other meetings and be entirely independent in their activities, except as follows:

1—Their convention dates shall be chosen so as not to conflict with those of the regional group to which they belong.

2—Their dues will be part of a system or network that will provide funds for the regional and national groups as well as their own needs. It is proposed, however, that each nurseryman or nursery firm pay but one set of dues and those to the smallest group. These dues will be so split up as to give a part to each group up to and including the national. Because they will take the place of various dues now paid for membership in several organizations, they will represent a saving to each individual. Because the plan is based upon the participation of practically every member of the trade, such a system will provide more funds for all the organizations than are at present obtainable.

3—Each organization will name one delegate (or more) to the next larger group so that there will be continuous and actual representation of (a) the local associations in the state body, (b) the

state associations in the regional group and (c) the regional association in the national council or association.

Visualizing this set-up in, say, the eastern region, we have the following: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, West Virginia and Ohio—each, with a state association, would be entitled to three representatives on the executive council of the eastern regional group for each million dollars' worth of nursery business done in the state plus one additional member for each \$250,000 worth of business above the last even million—e. g., suppose New Jersey does \$4,650,000, it would have  $4 \times 3 = 12 + 2 = 14$  representatives.

Within Pennsylvania, the Western Pennsylvania Association would be entitled to representation on the executive board of the state association on some equally logical basis to be decided.

Similarly, in New York, the Long island, Westchester county, Capital district and other local bodies would have representation on the state association board in proportion to the total business done by all the members of the local group. This provision would be an inducement to make the local groups as large and inclusive as possible and would also put the control of each state association in the hands of the representatives of the most active successful and useful members in that state.

#### Regional Council.

The regional council so created would meet from time to time to look after the welfare of the industry of the region and to keep all state and other associations advised of developments of interest to them. It would elect its own chairman, vice-chairman, treasurer and executive committee. It would have its own standing and special committees and permanent headquarters. It would either elect an executive secretary or, if conditions warranted, employ one on full or part-time basis, one of whose duties would be to attend the conventions of all state and local associations in the region and at least one other meeting of such groups each year. The regional council would also conduct an annual regional convention to be open to all nurserymen of the region belonging to a state or local association.

The chairman of the regional council would be, by virtue of his office, a member of the national council or American Association of Nurserymen executive committee. Each regional council would also be entitled to additional representation upon the national council, on a basis to be worked out as practicable and equitable. Presumably, the volume of business basis could be used, with, say, one representative for each one, two or five million dollars' worth of business (or fraction thereof) done in the region.

#### National Council.

The national council so formed would stand, in relation to national affairs, in the same position as the regional council. It would meet at least twice a year, elect its own officers and executive committees, as needed, and devote itself to the welfare of the industry on a national scale. It should have a full-time adequately paid executive secretary whose duties would include attendance at all regional conventions and at least one

meeting each year of every state and local nursery association. It should also have permanent headquarters in a central and strategic location, logically, the national capital. It should be looked to for, and capable of giving, advice and aid in connection with all matters of national government and the public welfare. It would be a logical active member of the Chamber of Commerce of the United States and should be represented upon the National Research Council and all important commissions and boards created to promote the welfare or beautification of the country.

It is not recommended that the national council conduct an annual convention in view of the difficulty of securing an attendance of members from all over the country. However, it could well sponsor national gatherings of nurserymen on the occasion of world's fairs and similar events. It would be assumed that the chairman of the national council, as president of the American Association of Nurserymen in its new form, would attend as many regional council meetings or regional conventions as possible to maintain close contact between them and the national organization.

#### Finances.

Finances are an all-important matter to be worked out by the reorganization committee after careful study of present methods of financing existing bodies and after conference with them. Offhand, it is suggested that the division of the individual nurseryman's dues be as follows: To local group, twenty-five per cent; to state body, twenty-five per cent; to regional council, twenty-five per cent; to national council, twenty-five per cent.

Or, if no local association were involved, the division could be into three equal parts, one each to the state, regional and national treasurer.

Each nurseryman would thus pay one sum each year to the organization in which he was enrolled. Whether this should be a flat sum, as \$10, \$25 or \$50, or whether it should be on a sliding scale, according to his annual volume of business, pay roll, acreage, investment, propagation and planting activities or some other factor, is yet to be determined. The basic idea is to make the dues such as to stimulate maximum membership and interest, with the understanding that, whatever the amount, every nurseryman paying it would have equal status and recognition as a member of the national organization of the industry as well as of any subordinate body or bodies in his immediate territory.

Conversely, this would create local, state, regional and national organizations truly representative of the nursery industry and fully competent and equipped to express the views, voice the needs and uphold the rights of the industry.

#### Plan Not Sudden.

In conclusion, it should be pointed out that the plan roughly outlined herewith is not the sudden expression of a hastily considered theory, but is built upon various plans and proposals offered during recent years by various individuals, but never accorded careful systematic examination in relation to obvious needed improvement in the nursery situation. It cannot be gainsaid that there are urgent need and abundant justification for a revitalization of the American Associ-

ation of Nurserymen. In an industry numbering several thousand firms, a national organization of less than four hundred (400) members cannot by any stretch of the imagination be called representative. Nor can it adequately serve the industry that it is supposed to represent. Moreover, the industry itself is in due need of revitalization and strengthening. To quote a single recent comment:

The nursery industry today is in disrepute from the authorities in Washington to the humblest consumer. If your committee is willing and able to use the American Association of Nurserymen as an instrument to set the industry right before the public, and will prove that the men in the industry have a sense of ethical values for the good of the industry as well as for their own economic protection, then I am whole-heartedly in favor of giving them all the support possible.

#### Reasons for Revitalization.

In partial reply to that challenge, the committee offers the following reasons (and there are others) why a revitalization of the American Association of Nurserymen is in order and why such a project or reorganization as herein outlined can be expected to help bring about the general improvement that is so generally desired:

The tendency in Washington and throughout the nation is toward regimentation and systematization of business. The nursery industry should be prepared to go forward in this direction alongside other big businesses.

The generally chaotic condition in the industry needs careful attention and drastic action such as cannot be achieved without organized leadership.

The nursery industry is not sufficiently recognized and respected; it is even suffering from an inferiority complex that a more cohesive, more active, more representative organization could help overcome.

Increasing tax burdens must be combated—at their source, the legislature, in a systematic way, with the force of numbers behind the efforts.

Power to exert concentrated force in connection with any emergency is a vital need.

#### Lacks Sufficient Members.

The American Association of Nurserymen at present lacks sufficient membership to be either representative of the industry or a powerful influence in public affairs.

A revitalized American Association of Nurserymen closely affiliated with every existing nursery group, so that all their members would simultaneously be its members, would bring all parts of the industry together, lending the strength of the whole to each of its parts.

It would work for economy—for lessened expenses of individual nurserymen through the reduction in the number and total amount of their dues.

It would be able to meet and overcome false propaganda destructive of the industry's interests.

It would work for the increased appreciation and use of nursery stock, meaning more sales at better prices.

It would play an important part in formulating and putting into effect desired improvements in business methods and standards, whether or not a code or marketing agreement is forthcoming.

It would increase the possibility of nurserymen's securing government loans to help carry them over hard times. An organization has power in this connection, whereas an individual is often helpless.

# Reports Show A. A. N. Accomplishments

Important Work of Traffic Manager, Quarantine Committee and Government Nurseries Committee Reported at Convention

## TRANSPORTATION RATES.

### Freight Rates.

We have had published column 40 rates with minimum of 12,000 pounds on nursery stock between practically all leading nursery centers in W. T. L. territory east of the Missouri river, effective March 1, 1934, in W. T. L. tariffs 230, 231, 232 and I. F. A. tariff 50.

The carriers are proposing to establish column 45 rates on nursery stock as follows: Balled stock with minimum of 16,000 pounds, compared with present column 45 rates at minimum of 20,000 pounds. This means a reduction in minimum weights only on the balled stock and applies between W. T. L. and Official Classification territory. There is also proposed between W. T. L. and Official Classification territory column 45 on other than balled stock with minimum of 16,000 pounds, compared with the present rate column 55, minimum 16,000 pounds. This means about ten per cent reduction.

On nursery stock minimum weight 12,000 pounds, to Shenandoah, Ia., from Ottawa, Kan., 39 cents, compared with former rate of 41 cents; Topeka, Kan., 36 cents, compared with former rate of 38 cents; from Winfield, Kan., 54 cents, compared with former rate of 56 cents—all of the former rates being on the minimum of 16,000 pounds. This represents a 2-cent reduction in rate from all of these points and a 4,000 pound reduction in minimum weight.

Between points in Illinois Rate Committee territory (See I. F. A. tariff for description of territory) there have been established column 42 rates with a minimum of 16,000 pounds.

We have had established to Louisville and Cincinnati the following commodity rates:

| FROM             | TO LOUISVILLE | TO CINCINNATI |
|------------------|---------------|---------------|
| Fort Worth.....  | 77            | 89            |
| Houston.....     | 81            | 85            |
| San Antonio..... | 87            | 89            |
| Beaumont.....    | 77            | 83            |
| Sherman.....     | 75            | 77            |

### Express Rates.

On June 1 the second-class rating on nursery stock shipments by express had been in effect one year. The secretary's brother is agent of the express company at Louisiana, Mo., and he advised us that during the fall of 1933 and spring of 1934 it handled at his station 23,647 nursery stock shipments. He further advised that the average express charge on these shipments was a little better than \$1 per shipment. From these figures you can readily see this would be around \$24,000. If the first-class rating had still been in effect, you can see at a glance the express on these shipments would have been \$30,000. In other words, the second-class rating resulted in a saving of \$6,000 at this one point.

Letters from the express officials to the secretary stated that reports reaching them from various nursery centers indicate a larger volume of nursery stock express shipments, which shows that the nurserymen are taking advantage of the reduced rates.

You can further see from the above figures what the saving to the nurserymen and their customers all over the country would have been if business was normal or what it will be when conditions get back to normal.

Charles Sizemore,  
Traffic Manager.

## QUARANTINE COMMITTEE.

### Report by Albert F. Meehan.

Your quarantine committee had its first business to attend to in October, when a meeting was called to consider the extension of the Japanese beetle quarantine zone.

Beetles were found this year for the first time in the state of Maine, and a new infestation appeared in southwestern New York closely adjacent to the present line. Additional infestations were also found in Ohio, an entirely new infestation in West Virginia, additional ones also in Maryland and Virginia.

Your committee again advocated that where these infestations were adjacent to the present line, that territory should be included in the zone. Where the infestation was at a distance from the present line, that section should not be included in the zone, but should be given a chance to clean up, and if the infestation could not be eradicated, then an isolated zone should be established.

The decision as reached by the federal board followed very closely this recommendation, and the southern county of Maine was included in the quarantine zone. The small section in southwestern New York was added; an isolated zone was established in West Virginia, and additions to the present zone were made in Maryland and Virginia. The additional territory added this year was very small.

### Hearing on Quarantine 37.

The following day a hearing was called to consider the status of quarantine 37.

Previous to this quarantine hearing, your chairman wrote to prominent nurserymen throughout the entire country to secure their views as to whether quarantine 37 should be modified, carried on as is or be strengthened.

The result of this questionnaire showed that the majority opinion was for a continuance of the present regulations, with a leaning toward strengthening rather than making any modifications. There were a few requests for modifications in respect to fruit tree seedlings, particularly this year, as apple seedlings were quite scarce and several growers had had very poor results from American-grown stock.

Your committee made its recommendation at Washington along the lines of the majority opinion. No radical changes have been made to date and none are anticipated.

When the budget for the Department of Agriculture was made up in January, a cut of twenty-five per cent over last year's appropriation was ordered by the

President, and in addition to this cut, the budget commissioner reduced practically all other appropriations for the department and the appropriation for Japanese beetle control was cut to such a point that the department did not feel that it could do effective work this year.

Last year your chairman and William Flemer were granted a hearing before the appropriations committee of the House on agriculture appropriations, and as a result of this hearing many of the cuts in the appropriation were reduced. This year we were unable to secure such a hearing with the House committee, but we did have a hearing with a similar committee of the Senate, at which time the restoration of this severe cut in Japanese beetle appropriation was promised us, provided that committee could secure an agreement with the House committee for this restoration. Apparently this could not be done, and the department is having to work under the handicap of a reduced budget.

We continue to have pleasant relations with the Department of Agriculture in these quarantine matters, and while we do not anticipate any great changes this year, we do feel that the work of the committee is valuable to the association and should be continued.

Albert F. Meehan, Chairman,  
Quarantine Committee.

## GOVERNMENT NURSERIES.

### Committee Report by E. C. Hilborn.

The most important problem that faces the nurserymen in the immediate future is that of government competition. Codes, marketing agreements, fixed prices may all change or go by the board with the change of administration or a recovery from the times that have produced them. But government institutions, such as forestry schools, growing nurseries, once established and manned, are not so easily curbed, especially when the industry is comparatively small, as the nurserymen's. As I stated a year ago, I can repeat today that the darkest cloud gathering in the nurserymen's sky is that of government competition. It is still a growing threat that may give us deep concern.

### Clark-McNary Act.

The Clark-McNary act has not been reformed or amended, and the state forestry schools cooperating with the federal government under this act are extending their work and enlarging the quantity of plants which are distributed. A recent clipping from the local paper in my home town in North Dakota is typical. You will observe it appears as news, but in effect is free advertising, publicity of the most effective sort. The article is headed, "700 Applied for Wind-break Trees." It goes on to state that 700 farmers are to be supplied for planting their North Dakota farms in the spring of 1935, which represents an increase of 300 applications over the spring of 1934. It further states that 400 new



shelter belts were planted the past spring and in addition 250 shelter belts previously set up. An even more vigorous policy was carried on in Montana and Wyoming.

As these continue to spread, sales resistance increases rapidly, with a corresponding drop in sales volume on the part of the independent nurserymen. As these coöperating schools become more strongly entrenched, they become bolder and constantly increase the varieties in their planting lists. Few nurserymen today realize the steadily mounting competition that is developing under the protecting wing of the Clark-McNary act. We can see to what magnitude the fifty-fifty plan can develop by taking note of the highway department. The same principle is growing in the forestry department and multiplying at a rapid rate. What are we going to do about it?

#### Roadside Planting.

Aside from the Clark-McNary act menace, there have been some interesting and, to some extent, most satisfying developments of the past year. First, and of most interest, was the action of the highway department toward roadside beautification. It is fortunate that the acting head, Thomas H. MacDonald, was much interested in a beautification program. But it is unfortunate that the department was so hesitant in the giving of instructions to the various states. When the large sum of money was voted for highways, averaging better than \$10,000,000 to a state, it was only recommended that a fair portion be used for beautifying the highways, especially entrances to cities. The heads of the various state highway departments ignored it. And it was not until the planting season was well past that a final ruling that one-half of one per cent of these funds must be spent for highway improvement and only a portion of this for highway planting.

It is too bad that at such a critical time no funds are available for your government committee. We were fortunate, however, that the code committee, under the able leadership of Clarence Siebenthaler, did most excellent work for us while in Washington, and many of results that have been accomplished were the result of the very able contacts he made. The nurserymen owe Mr. Siebenthaler, for what was accomplished, much more than they realize and I seriously doubt if the definite ruling we finally received could have been secured without the help he rendered. It is a pity, however, that at such a critical time, when so much was at stake, your committee on government nurseries had no allowance whatever with which to contact its negotiations.

With new funds coming up, it is highly important that this matter of beautification receive its share of attention. It is even of greater importance that a definite policy be established that plans for the beautification of highways throughout the nation. This can be done; the authorities at Washington are sympathetic, but it needs to be fostered and the idea sold to those interested.

#### Civil Works Administration.

A great many nurserymen profited through the efforts of the C. W. A. activities the past season. No more worthy projects were undertaken than those of the planting of parks and public

grounds, and wherever nurserymen were alive to the possibilities many fine contracts were awarded for the purchase of plant materials. Here, again, had your committee been given funds with which to work, proper publicity could have been carried on to acquaint all the nurserymen with the opportunities that were open. We suggest to the nurserymen that even now F. E. R. A. funds are available for much planting throughout the nation.

It has seemed wise to make this report as brief as possible and free from too many details. It is our opinion that, as we get settled this matter of codes and marketing agreements, the big efforts of the coming year of the entire association should be centered around the activities of government and state nurseries. There are many possibilities open for increased and renewed business, under the highway department and under F. E. R. A. funds. We should see to it that in the new home loan act a portion of the loan be available for landscape development and under the federal land bank loans a portion be available for beautifying the farmsteads. It takes thoughtful attention, planning

and proper contacts to bring this about, but we are convinced that in all these cases the nurserymen will meet with a sympathetic hearing from the President down.

Gentlemen, every nurseryman in the United States is vitally affected by the new trends of today as they relate to government activities. On the one hand we must protect our industry from encroachments of government competition. On the other hand we must be alert to open up new avenues of business development. We can do both. Every nurseryman in the United States should be able to sense the importance of this, he should realize there is but one way he can fight against competition and for new business and that is by aligning himself with his national organization, the A. A. N. While his membership fee is small compared to his total business, thrown into the same pot along with hundreds of others, it makes an efficient organization whose committees can fight to protect his industry on the one hand and open up new avenues of service on the other.

E. C. Hilborn, Chairman,  
Government Nurseries Committee.

## Three National Projects

### Committee on Botanic Gardens and Arboretums Reports on Projects National in Scope

The attention of your committee for the past year has been devoted chiefly to the scene and to events transpiring within the District of Columbia.

During the past half-dozen years our reports have attempted to make a casual and superficial survey of the entire field of the nation with respect to the number, location and character of the arboretums and botanic gardens being developed. Partly to economize on committee expenses, we have this year made no effort to assemble information regarding developments in these various horticultural enterprises throughout the nation.

During the past year we have maintained intimate contact with the developments of both the national arboretum and the United States botanic garden.

#### Everglades National Park Project.

Evidence of growing interest in this general field is shown by progress made with the Everglades national park project. The enabling act passed by Congress at its last session was signed by the President May 30, 1934, which permits the creation of the Everglades national park in Monroe, Dade and Collier counties, Fla., within the boundaries to be determined by the Secretary of the Interior. This area, which may include 2,000 square miles, will be mapped by the national park service, and when that work is completed, the map defining the area will be turned over by the Secretary of the Interior to the state of Florida.

It then becomes the business of the state of Florida, through a commission, to acquire the land indicated by gift, exchange for other land or by purchase.

When the area is acquired by the state of Florida, it is to be ceded to the United States, which will assume the responsibilities of its administration. It will

then have become one of the great national parks of America, administered by the office of national parks under the federal government.

It is a source of high gratification, not to say pride, for nurserymen to know that one of their one-time numbers, Ernest F. Coe, now a member of the American Society of Landscape Architects, formerly located at New Haven, Conn., now of Miami, Fla., has for the past several years most unselfishly devoted his time and splendid ability to the promotion of this project. That its ultimate achievement can no longer be doubted is due in greater degree to the indefatigable persistence and unselfish devotion to this cause of Ernest F. Coe than to any other source.

#### United States Botanic Garden.

During the past year an effort was made to pass Senate bill 1839 providing for the transfer of the United States botanic garden to the Department of Agriculture. Supporting this bill were various horticultural interests, but those apparently most deeply interested were the representatives of the Garden Clubs of America and the American Association of Nurserymen.

Opposition to this proposed legislation developed in the committee on the Library of Congress, which since about 1842 has been in charge of this botanic garden. The American Association of Nurserymen was represented at the hearing before the joint Library committee of the House and Senate by Harlan P. Kelsey and Robert Pyle, February 20, 1934. Among others who made important contributions to the discussion and urged the passage of the bill were Frederick A. Delano, chairman of the national park and planning commission; Mrs. Frank B. Noyes, special representative

of the Garden Club of America, Mrs. Fairfax Harrison and others.

It would appear that the activities of the United States botanic garden have consisted mainly in the purchase, care and distribution of growing plants and, following an old custom, the giving away of growing plants, cut flowers, etc., to members of Congress and their friends. Its activity, as an educational institution or as a scientific establishment engaged in research, or as a botanic garden in the broad sense of the term, has been wholly negligible. The cost of its administration and maintenance has been far out of proportion to the results obtained.

The Library committee of the House, headed by its chairman, Kent E. Keller, Congressman from Illinois, vigorously opposed the transfer of the botanic garden to the Department of Agriculture, but in the meantime had made a preliminary study of botanic gardens in all parts of the world, of which a report was published March 5, 1934.

Congressman Keller introduced, April 19, in the House of Representatives, resolution 327, authorizing the appointment of a planning committee in connection with the United States botanic garden, and for other purposes, providing for the appointment of the following members, who should make a careful study of the United States botanic garden in comparison with other botanic gardens, arboreta, herbariums, botanic libraries and similar institutions, with a view to its improvement as a scientific, educational and aesthetic establishment.

#### Committee Personnel.

Hon. Frederic A. Delano, chairman National Capital Park and Planning Commission; Senator A. W. Barkley, chairman joint committee on the Library; Representative Kent E. Keller, chairman of the House committee on the Library; Senator Peter Norbeck, member of committee on Agriculture and Forestry; Representative Robert Luce, former chairman of the House committee on the Library; Frederick V. Coville, acting director of the national arboretum; B. Y. Morrison, head of division of foreign plant introduction, B. P. I., Department of Agriculture; William R. Maxon, associate curator, division of plants, Smithsonian Institute; C. Stuart Gager, director of the Brooklyn Botanic Gardens; Leicester B. Holland, chief division of fine arts, Library of Congress; Oakes Ames, director of the Arnold Arboretum, Harvard University; George T. Moore, director of the Missouri Botanic Gardens; L. H. Bailey, professor of horticulture, Cornell University; H. H. Bartlett, director of botanic garden and arboretum, University of Michigan; Rodney H. True, director of Morris Arboretum, University of Pennsylvania; Mrs. Frank B. Noyes, special representative of Garden Club of America; Mrs. Fairfax Harrison, representing Garden Club of America; Harlan P. Kelsey, member of the Massachusetts Horticultural Society; Robert Pyle, chairman, committee on botanical gardens and arboreta, A. A. N., and John G. Bradley, clerk of the House committee on the Library, executive secretary.

This committee was expected to report its findings to the joint committee of the Library with recommendations for the future administration and the conduct of the garden. The members of this committee were to have no salaries

for their services, but necessary traveling expenses and other expenses incident to their duties were to be paid from a sum of \$5,000 carried in the appropriation.

This bill also failed of enactment. However, the House committee on the Library constituted itself into an investigating body for the same purpose, the only difference being that no money has been provided with which to defray the expenses. Several of the same individuals named in the above bill have been invited to volunteer their services and to cooperate with the Library committee of Congress in the study to be initiated at a meeting of the committee, July 19, 1934, in Washington, D. C.

Those who have advocated the transfer of the United States botanic garden to the Department of Agriculture have looked forward to a union as between the botanic garden and the new national



E. C. Hilborn.

arboretum, in the belief that the administration of both could be carried on under the bureau or one division of the Department of Agriculture, and that the broad national, as well as international, interest that both are intended to serve could thus be developed under a joint administration.

The opponents of the move to transfer the United States botanic garden to the Department of Agriculture advocate setting up a special commission outside the federal government for administration in much the same manner as the Smithsonian Institute is now conducted.

#### National Arboretum.

The members of this organization, from our previous reports, are familiar with the efforts that have been made over a period of nearly ten years and through the administrations of President Roosevelt, President Woodrow Wilson, President Harding, President Coolidge and President Hoover to obtain land and set aside a suitable area in or near the District of Columbia for the development of a national arboretum. These efforts, though well supported by the horticultural interests of the country, were slow in gaining the support of Congress, though portions of the area known as

the Mount Hamilton tract were secured by purchases during the administration of President Coolidge. The Mount Hamilton tract lies about three miles northeast of the Capitol on the Bladensburg road, the present main highway from Washington to Baltimore, and the other side is bounded by the Anacostia river. It includes the highest land within the District of Columbia, as well as land lying along the Anacostia, which seems to have been a natural bird sanctuary.

Early in November, 1933, President Franklin D. Roosevelt signed an executive order making available to the Department of Agriculture approximately \$386,000 to be used for the purchase of a certain additional property, considered as being essential to the logical development of this proposed national arboretum.

The purchase of these properties for the most part has been completed, so that the area will consist of 800 acres of land as soon as certain lots belonging to the district have been turned over and jurisdiction over abutting park lands shall have been transferred to the Department of Agriculture.

During the year just past, application was made through the Secretary of Agriculture for the sum of \$645,000 from the Public Works Administration for the purpose of continuing with the plan and construction of the arboretum, in addition to the work of clearing the ground by labor that had been procured through the civilian conservation camp at Fort du Pont and from the local Civil Works Administration appropriation. Much of this work was carried forward under the most careful supervision. This work included the clearing of temporary road areas, removing of undesirable growth on open areas for future planting, thinning out existing wooded areas to the extent that such thinning was advisable and the construction of temporary roads and preparation of the soil on the existing open areas.

The Public Works Administration requests which have been made for development of the arboretum have not yet come up for action before the board. Approval of the P. W. A. projects was included in the deficiency bill which passed just before the adjournment of Congress, but the decisions as to which projects shall be granted and in what order have to be determined by later action of the board.

In the meanwhile, however, through funds provided through the Department of Agriculture by Congress and under the supervision of B. Y. Morrison, of the bureau of plant industry, who is now in charge of the arboretum, surveys are being made of the entire area with the idea of preparing a complete set of maps, information regarding soils, trees and plants already in existence—all this to form the basis for comprehensive plans to be made as soon as funds are made available.

The American Association of Nurserymen, which has stood back of this much-desired project over the past decade, may be thankful that it has been possible to accomplish the progress noted above within the past year, and the continued interest on our part and on the part of all horticulturists is solicited in support of more vigorous developments of the project.

Robert Pyle, Chairman,  
Botanic Gardens and Arboreta  
Committee.

# Cites Opportunities

**Richardson Wright, Editor of House and Garden,  
Tells A. A. N. of Opportunities for Nurserymen**

You ladies and gentlemen happen to have chosen, for your means of livelihood, a highly idealistic business. It cannot be understood without also considering those ideals. I have yet to meet a nurseryman who was not a poet at heart. I have also rarely met a nurseryman who was not on the level. You have chosen, as your means of livelihood, to provide the material with which the ugly and bare spaces of this country can be clothed with beauty.

Much of the trouble that nurserymen encounter comes from their being too much poet and too little business man. You are apt to show too much of the tenderness of the dove and too little of the wisdom of the serpent. Poets are also dreamers—and many of you are still dreaming. A number of you are not entirely awake to your opportunities. Let me set down what I think some of these opportunities are.

## Growth of Garden Clubs.

(1) The last time you met in New York horse cars still ran in our streets. A few years before this, up in Cambridge, Mass., some ladies and gentlemen had formed a plant study group. Shortly afterward, down in Georgia, another got together. I dare say, at that other New York convention of the A. A. N., these two little societies were not even mentioned.

Since then there has sprung up that vast network of garden clubs which blanket this country with gardening enthusiasm and flower shows. Naturally, there is one of your most potential markets. I understand the men are now forming a separate national garden club. When that gets going your market will be even wider, for men, when they spend on their hobbies, spend like drunken sailors.

However, it is not of the garden club market I would speak. I would impress on you the fact that, due to this garden club activity, you are dealing with an increasingly intelligent clientele. These ladies and gentlemen often know a great deal about plants. Some of them know more than those who deal in them.

This advanced knowledge and the demand for more highly specialized plants have given rise to a greater number of small nurseries dealing in specialties. The day has past, gentlemen, when you can consider your fortune made by planting ten acres each of blue spruce and Hydrangea p.g.

## Clientele Demands Quality.

Moreover, this increasingly intelligent clientele is demanding quality, substance and value. The nurseryman who sends out generous material need not cry for business—he has it.

(2) Since you last met in New York there has also arisen—much of it due to these same garden clubs—a demand for public planted beauty along streets of towns and cities and beside the great arterial highways that have cast their net over this vast country. In that work you are or should be indis-

putably the leaders. No town-planning commission should be appointed without at least one nurseryman on the board. And if your town lacks a planning committee, go back home and start one. Jump in and be the leader. A moment ago I called you poets. Remember that revolutions for public good have almost invariably been fomented by poets.

(3) Your third opportunity comes in presenting what you have to sell in a way that will make people want it. I have always been amused at the type of advertising copy some seedsmen have persisted in using. After reading it, one would think they were selling seed catalogues.

## Selling Beauty.

You gentlemen are selling more than trees, shrubs and herbaceous perennials. You are selling garden beauty. You are selling town beauty. You also ought to be selling garden style. Take a leaf from the manufacturer's book. His tendency today is to stylize his merchandise. You can, if you wish, begin to stylize gardens.

Why not a sales campaign for some nurserymen on the premise that you could date a garden as old-fashioned and outmoded by the absence of the modern varieties of flowering shrubs?

The garden that does not possess a few of the hybrid lilacs, rhododendrons and modern azaleas identifies itself as an antique, for in the past ten years progress in the development of new varieties of plant material has been astonishing.

Many of these plants, if purchased when they were introduced, would have been considered terribly expensive. Due to present conditions, large specimen plants of these newer sorts and varieties can be purchased at a price that a few years ago was paid for small plants of inferior sorts.

## Style Theme.

The nursery industry owes it to itself to develop the style theme in gardening, to create consciousness of the fact that a good many varieties that were planted ten or fifteen years ago or longer are obsolete and should be replaced with modern sorts, that the garden should be redesigned to give a fresh outlook, rearranged to give new thrill, new perspective, new background to one's life.

Emphasis should be placed on the wisdom of buying the larger size in material. The point should be developed that the quality, variety, form, root growth, shipping practice, service, after care, responsibility of grower, willingness to replace—all these are sales factors which should be brought into the public consciousness to revive buying. The service the nurseryman offers in providing a source of fine plant material is a function that is worthy of its hire. But the investment of time, foresight, money, labor and downright skill needs salesmanship if it is to be properly compensated.

The time has come for nurserymen to devote a larger share of their thinking to the area of the customer's mind and the customer's garden and the possibility of expanding his purchases.

The fallacy of growing nursery stock and publishing a botanical index, with the hope that this nursery stock may be purchased, should be exploded. It is absolutely useless for you to grow a hundred thousand plants of a certain variety if you have no plans for selling them—if you do not know how to talk up this merchandise and stimulate its purchase at a price that will provide you a profit commensurate with your work and provide you a sum of money with which to pay for proper salesmanship.

## Nurserymen Should Lead.

One more word and I am finished. I mentioned in the beginning that, in addition to its great planted boulevards and increasing park system, New York has now sprouted gardens on its cloud-scraping roof tops. This is the evidence of a fundamental urge common to all men—even to the crass and hard-boiled New Yorker. They cannot live without the touch of the soil and the green beauty that springs from it.

And yet I go into towns outside New York—towns in the middle west and the south—and notice how often just such beauty could be applied to them—but is not. Evidently, no one thinks of it. Well, you should be the leaders in such thinking. Part of your business is to find the ugly wounds of your town and heal them with beauty. Like charity, beauty begins at home.

If I were asked to define a nurseryman, I would call him an apostle of green growing beauty. And I could accent the word "growing." For when all the figures are totaled and the profit or loss is calculated, your greatest satisfaction and the justification of your labors and efforts will be the realization that the trees and shrubs you have propagated and the gardens you have helped make will continue to rejoice the eyes of men and women and children in their homes and around their towns long after you are gone.

## NEW BARBERRY PATENTED.

A patent was issued June 26 for a hybrid barberry, according to Rummel, Rummel & Woodworth, Chicago patent lawyers:

90. Hybrid barberry. Elmer H. Schults and Michael Henry Horvath, Mentor, O., assignors to the Wayside Gardens Co., Mentor. One claim. A variety of barberry plant characterized particularly by the vigorous growth, freedom from rust and extreme hardiness found in *B. Thunbergii*, combined with semievergreen to evergreen foliage.

## PENNSYLVANIA NURSERIES.

The number of licenses issued to nurserymen so far this year exceeds that for the entire year of 1933, it is reported from the Pennsylvania bureau of plant industry. A new high record has been established both in the number of licenses issued and in acreage devoted to growing nursery stock.

During 1933, according to the chief nursery inspector for the state, licenses were issued to 763 nurseries, representing 9,970 acres of nursery stock; 219 dealers, 315 nonresident nurserymen, nineteen nonresident dealers and 3,325 agents.



# Agricultural Adjustment Act

Address of Porter R. Taylor, Assistant Chief, General Crops Section, A. A. A., at Nurserymen's Convention at New York

The agricultural adjustment act has been in operation for about twelve months so that it is a good time to take inventory of the work which has been done, the results which have been secured and the possibilities for the future. Because of your interest in the horticultural field, it appears reasonable to limit the discussion to those lines of activity which relate to fruits, nuts, vegetables and related crops.

The act contemplates two distinct types of activity. One of these applies to the so-called basic commodities, of which there were originally eight and now are thirteen, for which production control programs are authorized to operate through the benefit payment system financed by processing taxes on the sale of the particular product and certain competing articles. This acreage control program was planned on a voluntary basis with payments made only to those producers who cooperated. This principle has been modified by the last session of Congress, when compulsory control programs were provided for cotton and tobacco, to be operated through a substantial tax on sales in excess of quotas.

## Marketing Agreements.

The other method of restoring pre-war prices to producers authorized by the act is through marketing agreements made by processors, associations of producers and other handlers of farm products in the current of interstate commerce with the Secretary of Agriculture, with the further provision that such agreements shall not be in violation of the antitrust laws. This section was amended in April, 1934, to include producers among those who may sign marketing agreements.

This is of importance chiefly in industries in which producers were denied the benefit of improved prices through marketing agreements because of the refusal of certain important groups to cooperate in placing marketing agreements in operation, as such action is dependent upon voluntary signature of the agreement by a substantial proportion of the volume of the industry or producing district. It can truthfully be stated that such lack of cooperation has been the exception, as the large proportion of processors and distributors of agricultural products has realized the fundamental necessity for higher prices to producers, especially in those cases where prices had reached abnormally low levels or surpluses had become a serious market factor.

## Coöperation Necessary.

Industry agreements have been attempted in the past, but in practically every case have failed because of the inability to secure the coöperation of the entire industry in a common program. If ninety per cent or more co-operated with reasonable success, the noncooperator found it more profitable than ever to refuse to assist in the program, so that eventually every attempt has ceased to function because of this fundamental defect.

An attempt has been made to correct this weakness in the agreements under the adjustment act by using the power vested in the Secretary of Agriculture to license that portion of an industry which refuses to sign the marketing agreement. By the issuance of a blanket license practically identical with the agreement, it has been possible to revoke the licenses of violators. While no cases resulting from the act have reached the United States Supreme court, the preponderance of lower court decisions has been favorable to the support of the marketing agreements and enforcement through the license power.

## Legal Problems.

The legal problems involved in enforcement have been numerous, but the results achieved in the horticultural field have been generally satisfactory to the industries affected. The degree of co-operation in such major changes in distribution methods has been amazing and the percentage of violations has been surprisingly small. This can probably be attributed to the general appreciation that industry action was the only method which was likely to succeed in the solution of present problems.

During a year of actual work sixteen agreements relating to horticultural commodities have been finally approved by the Secretary, seven more submitted for signature by the industry, and eleven more are now in process of development. Time does not permit the listing of the commodities affected, but the progress made is indicated by the fact that over two-thirds of the commercial fruit production of the country is being handled under marketing agreements.

Most of the interest during the first year was shown by the fruit industry, but vegetable and potato groups are now active and numerous agreements are in process of development for such commodities. For example, the potato agreements being developed for the early-producing districts can be readily expanded to include all of the major producing areas of the country. In this way it is planned to build up a national program region by region or at one time as appears most practical in the particular commodity.

## Control of Quantity.

Time will permit only a brief summary of the methods which have been used successfully in the various agreements now in operation. First in importance would doubtless be the control of the quantity marketed in line with expected demand. In the case of cling peaches for canning, this has been done through the limitation of total pack to an amount which could be sold with a reasonable return to the producer. This was effected through actual allocation of pack to individual canners in 1933, but under the 1934 agreement the allotment system is carried back to the 3,500 orchards. Each producer is allowed to deliver a uniform percentage of his crop in line with market demand for the canned product and canners are free to pack

as much fruit as is represented by grower certificates, the total number of which is limited to the quantity which is to represent the maximum pack. The certificate plan has made it possible to substitute limitation of total pack and growers' deliveries for fixed prices to growers, fixed resale prices and allocation of pack to canners which were included in the 1933 plan.

## Price Factors.

In the marketing of perishable fruits and vegetables, alternate periods of large and small supply have always been a most important factor in determining prices returned to producers. In recent years these industries have been expanded to such a degree that markets have been almost continuously oversupplied, with resulting low prices which frequently yielded no return and sometimes bills for marketing expense, or "red ink," to the producer to pay for his costs of production. Because of the increased supplies available and the reduced buying power many portions of these industries reached a point where little or no income was received and invested capital was being utilized to pay current bills.

In the marketing of fresh perishables, the regulation of shipments to market appeared to offer the most practical method for improving prices to producers. In some instances regulation alone has been sufficient, but in the majority of cases it has been necessary to reduce shipments through various forms of prorating so as equitably to distribute the quantity of fruit shipped among all who held the commodity ready for market. This method has been used in a number of agreements, with generally satisfactory results from the standpoint of prices. With effective control of supply in operation, the confidence of the buying trade in values is quickly restored and prices usually reach a level at which the large majority of producers can meet their operating expenses from the sale of the product.

## Removal of Surplus.

The removal of surplus as a market factor and placing their disposition in the hands of a committee has been very successful in the case of walnuts grown on the Pacific coast. The surplus of thirty per cent which had developed as a result of several large crops had become an important cause of depression in prices. Under the agreement this surplus was placed in the hands of the control committee for disposal in export markets or by shelling and prices were set on a basis of that portion of the supply which it was believed could be sold in domestic markets at prices which were remunerative to the producers.

The committee succeeded in marketing practically all of the surplus at prices which were above those which were anticipated. The net result to producers is estimated to amount to \$2,000,000 additional income, and the troublesome carry-over has been eliminated. Somewhat similar plans for dry beans and

peanuts are now under consideration, and the same principle may be used for other commodities which are stored and marketed over twelve months or longer.

#### Minimum Prices.

The power to set minimum prices is the goal which most industries desire when initial consideration is given to the question of a marketing agreement. It is surprising to observe the large number of groups which sincerely believe that all the problems of their particular industry will be solved if the industry is allowed to set its own prices and all are required to follow the same prices in all sales. But unfortunately a number of questions become of real importance as soon as the minimum price system is considered. Among these are the following: "Will such a minimum price become a maximum price and thus eliminate or greatly curtail the present legitimate system of premiums or discounts for quality which exist in nearly every industry?"

#### Fair Prices?

"Are costs sufficiently uniform to make it possible to set a fair price which would affect most producers and producing districts equally so that certain groups of producers or distributors do not suffer undue hardship or enjoy too great prosperity if minimum prices are established?"

"Does the industry have sufficient information on which to base such prices?"

"Are the purchasers of the particular product able to pay the minimum prices when determined without substantial curtailment of volume purchased, or are they able to substitute other commodities or to secure supplies from other producing districts which are not under regulation?"

#### Determining Factors.

There appear to be certain instances in which the fixing of minimum prices is practical and reasonably effective without developing too serious objections. This method has been used in the agreement for fruit from the Pacific northwest, in the peanut areas of the south and in certain other commodities, such as canning crops, where uniformity of contract prices to producers becomes a vital factor in the subsequent market prices when the product has been processed and is ready for distribution. However, it has been clearly shown in the past year that the proper fixing of uniform prices is a most difficult process and is one which is likely to result in disaster unless all influencing factors can be determined accurately in advance.

#### Price Fixing of Nursery Stock.

The situation in agriculture is vastly different than in industry in this respect, and the nursery industry offers a good example of the complexity of price fixing. Several thousand different products are involved, produced in nearly all parts of the United States. Labor rates vary widely between the highly industrialized areas near the excellent markets of the large metropolitan areas and the strictly agricultural areas where competition for labor has not been so keen. Many different methods of distribution are used and varying degrees of service rendered to purchasers.

All of these may have their legitimate

place, but result in a wide variation in actual costs of production and distribution, which must be reflected in selling prices if the various factors in the industry are to continue to operate. If prices are placed on too low a level, they will not be particularly attractive to producers, but if they are placed on too high a level, decline in sales volume and increase of production are almost certain to follow.

#### Effective Agreements.

From the experience to date, it can be stated that the operation of agreements under the agricultural adjustment act have been effective in increasing producers' returns in practically every case related to the horticultural industry and that the results have encouraged continuance and further development of agreements or the broadening of their field of operation. To be effective, an agreement must be simple, so that it may be readily understood by the thousands who may be affected by it, and it should be designed to correct the major problems of the industry. If it is successful in this respect, further provisions may be added in succeeding years when they can be accepted by the industry as a whole.

Before leaving the more general phases of this question, I cannot pass without mentioning the amendments to the agricultural adjustment act which were proposed at the last session of Congress. These were not requested to give greatly increased power to the Secretary of Agriculture, but rather to make it possible properly to develop programs for certain industries through marketing agreements which would be enforced by licenses issued by the Secretary of Agriculture.

#### Stabilize Production.

One of the commodities for which such authority is badly needed is potatoes. It is recognized by practically everyone who has given this question much consideration that some method for stabilizing production from year to year must be operating through all the important producing states if a fair and equitable stabilization is to be achieved.

This principle has been insisted on by the potato industry itself in the development of the series of marketing agreements which is being placed in operation. And yet the strongest opposition to the amendments to the adjustment act came from the states of North Carolina and Virginia. The producers in these states have been forced to accept ruinously low prices during the past few weeks because of the undue expansion of acreage resulting from credit extension, share planting and contracting by agencies primarily interested in the profit from the sales of fertilizer, seed and other supplies rather than the financial welfare of the producer.

#### Protect Producer.

Repeated instances of a similar character might be cited. It is my own judgment that little can be done for certain industries until it is possible to protect the real producer from the unfair competition of those who are more interested in the sale of large volumes of supplies, of which nursery stock is an item, than in the ability of the producer to make a profit from his legitimate investment.

Doubtless all of you are interested in

the possible application of the agricultural adjustment act to the nursery industry. Most of the answer to that question must be postponed until the hearing on the proposed marketing agreement which will begin July 20. But perhaps you would be interested in some personal observations with regard to the situation in which the industry has found itself during the past year or two and is likely to find itself in the years ahead. These are not offered with any pretense of detailed knowledge of the industry on my part, but rather from the pleasant personal contact which I have had with many of your leaders during the past year and the many opportunities which we have to get in touch with related matters in the work of the Agricultural Adjustment Administration.

#### Application to Nurseries.

The nursery industry is just beginning to find itself after over a decade of expansion resulting primarily from the World war as well as from the shifting of certain production operations to this country due to quarantine action at about the same time. The general increase in the standard of living, the development of the suburban areas around both large and small cities, the expansion of parks and other public buildings and grounds and other similar factors resulted in an expansion of the ornamental side of the industry which supplemented a similar situation in those nurseries primarily interested in fruit. As a result the industry had developed a greatly expanded production when the decline in business and the reduction in purchasing power curtailed the outlet for ornamentals at the same time that low prices for fruit reduced the demand for fruit trees.

#### Outlook Brighter.

It was inevitable that chaotic conditions should result under these circumstances and your industry is not the only one which has suffered from the same general causes. It is impossible to stop agricultural production quickly, least of all in the case of perennials. But several years have elapsed, and the situation is reaching a more normal balance in many of your products. In some instances, it will doubtless require years to reach a condition when supply and demand are approximately the same.

During recent months nature has taken its toll of many varieties of horticultural products, so that the outlook appears brighter to many, and it may appear so favorable to some that they may be inclined to prepare for a recurrence of the demand which developed following the war. Accurate statistics are not available for the entire industry, but the probable demand for fruit trees in the near future is known through quite accurate statistics and market information. These apply only to the tree fruits and may not be representative of the other important groups of nursery products.

#### Fruit Trees.

The outlook for the major fruits is none too bright. Take, for example, the citrus industry. The combined production of oranges and grapefruit has been increasing at an average rate of about six per cent a year for the past fourteen years. A recent bulletin by the United States Department of Agricul-

ture points out that the total United States acreage now amounts to about 535,000 acres, of which, the trees on 460,000, or eighty-six per cent, are of bearing age, and of the trees that are in bearing thirty-eight per cent of them are less than 15 years of age.

Now most of you are familiar with the fact that orange trees, after once reaching their full yielding capacity, continue, if properly cared for, to yield at full capacity until they reach a ripe old age. As a matter of fact, orange groves in the United States have not yet reached an age at which their yields decline under proper cultural care. With only average weather conditions prevailing, the present orange and grapefruit acreage is sufficient to produce a combined crop of oranges and grapefruit in excess of 75,000,000 boxes, and under good yielding conditions, it is easily possible that the combined crop of oranges and grapefruit will approach 100,000,000 boxes five years from now as compared with 63,500,000 boxes for the five years from 1928 to 1932.

#### Decline in Apples.

Taking the case of apples, a fruit which is most widely grown throughout the United States, we find evidence of a declining demand. The average commercial production in the United States for the years 1923 to 1928 amounted to 32,960,000 barrels, whereas the commercial production for the past five years, 1929 to 1933, averaged 30,290,000 barrels. This downward trend in commercial production has not been accompanied by an upward trend in the market price of apples.

Again, if we look at pears, we see no bright prospect for the future. In 1920 there were in the United States 14,650,000 pear trees in bearing. In 1930 there were 16,040,000 trees in bearing. Total pear production in the United States has followed a pronounced upward trend for the past thirty years, and there are now a sufficient number of trees in bearing to maintain this production for another ten years.

#### Cherries.

When we turn to cherries we find that in 1933 there were about 7,800,000 trees of bearing age in the orchards of the twelve principal cherry-producing states, a number which is approximately thirty-two per cent higher than it was in 1930. To be sure, there was a heavy freeze-out of sweet cherries in our northern states during last winter. We must bear in mind, however, that sweet cherries are relatively unimportant east of the Rocky mountains. Since the sour cherries did not freeze out and the bulk of the sweet cherries are west of the Rockies, we can still look forward to having production increase faster within the next five years than can be reasonably expected to be taken care of in the way of an increase in demand.

#### Peaches.

Peaches are the only major tree fruit crop that offers a reasonably bright prospect for the near future. There were extremely heavy plantings of peach trees during the period from 1921 to 1924, resulting in a high production at the close of the 1920's. Since 1931 there has been a downward tendency in the trend of production of peaches. The number of

(Concluded on page 27.)

# OVER 750

## Dealers in 39 States

# MADE MONEY

### last year

## Selling "J. & P." Rose Novelties

### THESE SPECIALTIES

are popularized by National Advertising which creates the demand and helps sell other stock, too. MORE NEW KINDS THIS YEAR. Here is the list, ALL PATENTED VARIETIES.

|                      |                      |
|----------------------|----------------------|
| *Princess Von Orange | Countess Vandal      |
| Golden Climber       | *Token               |
| Blaze                | Souvenir             |
| Amelia Earhart       | Gov. Alfred E. Smith |
| *Nigrette            | Mary Hart            |

(\*New this year)

ALSO there are several other NEW ROSES, in two to three thousand lots, available for exclusive listing—improved strains in Perennials and a general assortment of well grown stock. Especially we call your attention to our young spaced blocks of Shade Trees—Oaks, Lindens, Maples, Elms—one to three inches caliper.

## JACKSON & PERKINS CO.

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Hybridizers and Distributors of New Roses and Plant  
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NEWARK, NEW YORK



# Form Mail-order Group

New Association Organized at Recent Summer Meeting of Michigan Nurserymen at St. Joseph

An important outcome of the summer meeting of the Michigan Nurserymen's Association held at St. Joseph, Mich., June 28 and 29 was the formation of the National Mail-order Nurserymen's Association. The movement was sponsored by the nursery firms of western Michigan, but others from all over the country will be invited to join. Standardization of products and prices are objectives.

Elton J. Burgess, Galesburg, was named temporary chairman and B. Keith, of the Keith Bros. Nursery, Sawyer, was made secretary-treasurer of the association. A committee was also instructed to draw up a constitution and by-laws. The first meeting will be held in September at St. Joseph. Two firms from out of the state were represented at the meeting and joined the new association. These were Krider Nurseries, Inc., Middlebury, Ind., and the Storrs & Harrison Co., Painesville, O.

## Approve Open Price Plan.

The mail-order group was formed as the result of a report given the afternoon of June 28 by Clarence Sieben-thaler, Dayton, O., on the activities of the Nurserymen's National Planning Committee in developing a market agreement for nurserymen. Earlier in the day, Gordon Whitburn, of the Michigan Farmer, had given an address on "Psychology in Direct-mail Advertising."

A resolution passed by the Michigan Nurserymen's Association approved the action taken by the Nurserymen's National Planning Committee at the recent conference in Washington. A unanimous ballot was cast for the approval of the open price plan in the marketing agreement, which was discussed at the public hearing in New York, July 20, following the A. A. N. convention. H. E. Malter, president of the Michigan Nurserymen's Association, represented that group at the national meeting.

A part of the afternoon of June 28 was spent by the nurserymen visiting the Benton Harbor fruit market, one of the largest of its kind in the country.

To open the program June 29, Stanley Johnson, horticulturist of the South Haven experimental station, addressed the group on "New Varieties of Fruit." Next, Harry Lurkin, Berrien county agricultural agent, spoke on "Marketing Fruit in Michigan, and Allied Subjects."

The afternoon session was featured by an open discussion on "Coöperation among Nurserymen in the Catalogue Business," led by Frank Beatty.

## NEW JERSEY GROUP MEETS.

At a meeting of the New Jersey Association of Nurserymen held at Millburn, N. J., June 28, attended by about fifty members, regulations affecting the peddling of nursery stock were a major topic of discussion. Mayor William P. Howe of Pennington and Mayor "Nick" Oakwood of Murray Hill reported on experiences with local ordinances and the coöperation given by state police.

Edward Simpson presented a standard form of peddler ordinance that has been used effectively in New York state, and further discussion brought out the fact that there are several laws existing that could be evoked to solve the problem. The state police committee was enlarged, on motion, so that each county would have a special representative completely informed and capable of advising other members on the correct procedure when a violation was noted.

A. J. Jennings reported on the recent A. A. N. conference in Washington, at which the nurserymen's marketing agreement had been presented. Mr. Jennings stated that the incorporation of an open price policy was essential to making the agreement practical for adoption. Lester Lovett, Little Silver, president of the A. A. N., affirmed Mr. Jennings' opinion and urged all to attend the national convention in New York. A motion was passed that the membership should attend the meetings in a body as a tribute to President Lovett.

New members elected were Dykstra's Nursery, North Haledon; C. A. Kievett & Sons, Glen Rock, and Fred Leubuscher, Essex Fells.

## PLAN MICHIGAN DAHLIA SHOW.

The Dahlia Society of Michigan, with the coöperation of affiliated societies and garden clubs, is sponsoring a huge midwest dahlia show and fall flower festival, to be held in the new Civic Auditorium, Grand Rapids, Mich., September 14 and 15.

Six midwestern states will participate in this show. It has been estimated that no less than 100,000 modern dahlias will be on display, in addition to many interesting garden club exhibits. There will be amateur and commercial exhibits from coast to coast. The show program calls for 300 classes of dahlia and garden club displays, with a total of 900 first, second and third premiums.

The president of the Dahlia Society of Michigan is L. L. Hook, Grand Rapids, and the secretary-treasurer, C. E. Wildon, East Lansing.

## GLADIOLUS SOCIETY'S SHOW.

Gladiolus growers interested in the annual exhibition and meeting of the American Gladiolus Society have been scrutinizing calendars of coming events for information on the date and place of meeting this summer. For some time representatives of the American Gladiolus Society have been negotiating with the management of the Horticultural building at A Century of Progress, Chicago, regarding the staging of the big national gladiolus show there. No definite information is available at this time, but it is probable that the exhibition will be held at the world's fair.

If plans to stage the show at Chicago are consummated, the gladiolus societies in the states of Indiana, Illinois,

Michigan, Wisconsin and Minnesota, which are all affiliated with the national organization, will coöperate in making one of the most outstanding shows in years.

## SOUTHERNERS' CONVENTION.

August 29 and 30 are the dates set for the annual meeting of the Southern Nurserymen's Association. The members will convene "on top of the world" at the George Vanderbilt hotel, Asheville, N. C., in the center of an ideal region for a vacation. For this reason, the entertainment committee for the convention urges members to bring their families for a period of recreation after the business sessions. Touring information will be provided by Secretary W. C. Daniels, Charlotte, N. C., on request.

## FOR ELM DISEASE STUDY.

Believing the rapid spread of the Dutch elm disease constitutes a serious menace to the nursery industry, the Department of Agriculture has transferred the bureau of plant industry research laboratory from Wooster, O., to Morristown, N. J., the center of the most seriously affected area.

R. Kent Beattie, principal pathologist in charge of the work on tree disease emergencies for the Department of Agriculture, said New Jersey trees are infected with the blight in large numbers.

The laboratory at Morristown will be under the administration of Curtis May, tree expert of the department. The laboratory is to be equipped to study and identify various specimens collected in all parts of the country.

Mr. Beattie has requested all tree lovers, as well as nurserymen, to coöperate in the department's fight to stamp out the disease. "This disease is a menace," he asserted. "Not every sick elm has the Dutch elm disease. Watch your elm for wilting leaves, or yellow leaves, or brown leaves, accompanied by brown streaks in the young wood."

Individuals noting these symptoms are requested to send twigs the size of a lead pencil to the Dutch Elm Disease Laboratory, 2 Park Place West, Morristown, N. J.

W. H. WYMAN, founder of Bay State Nurseries, Inc., North Abington, Mass., is critically ill.

RAYES COSTELLO recently started a nursery business at 3683 Overland avenue, Palms, Cal.

THE test gardens of the Jackson & Perkins Co., Newark, N. Y., were visited June 30 by members of the Rochester Rose Society, Rochester, N. Y., who went to see the 50,000 roses on display there.

WHEN the Lake County Nurserymen's Association met June 27 in Painesville, O., the following officers were elected: D. Barrett Cole, president; Joseph Martin, vice-president; Guy Cone, secretary, and Mark Welch, treasurer. As members of the executive committee, Lawrence Brick was elected for one year; C. H. Shumaker, for two years, and Paul Kal-lay, retiring president, for three years.

## OBITUARY.

John P. Andrews.

The death of John P. Andrews, founder of the Andrews Nursery, Faribault, Minn., came as a shock to his many friends in Minnesota, as well as to nurserymen in all parts of the country. Death came Thursday, July 12, after an extremely brief illness.

Mr. Andrews was a well known figure in the nursery world, having been in business since 1869. He was born in Lancaster, Wis., December, 1846, going to Faribault in 1864. In 1869 he started in business with the late David Humphry and began for himself in 1872, developing the nursery and also a dairy business. The nursery is one of the leading nursery firms in the state.

For twenty-three years Mr. Andrews served as a member of the legislative board of the Minnesota State Horticultural Society and for several years was horticulturist on the state farmers' institute staff. He was well known throughout the entire state and north-west through his nursery activities. He sold the business to his three sons in 1918. Two of them, Howard and John, are officers in the Minnesota State Nurserymen's Association and the Northern Retail Nurserymen's Association.

Surviving are his widow; three sons, Howard C., John K. and Rufus, all of Faribault; three daughters, Mrs. Gorham, St. Paul; Mrs. W. S. Weston, Capitola, Cal., and Miss Lula Andrews, Faribault, and a half sister, Mrs. W. Talbert, Fort Worth, Tex.

Funeral services were held Saturday, July 14, at the First Congregational church, with burial in the Oak Ridge cemetery.

## FIRM NAME CAUSES CITATION.

## Other Cases May Come Up.

Leland C. Brown, president and principal stockholder of First National Nurseries, Inc., Rochester, N. Y., has been cited before the federal trade commission on the charge that the use of the word "Nurseries" in his advertising is a form of unfair competition in view of the fact that the First National company is not a producer, but is merely a dealer.

The mere use of the word "nurseries" in the corporate name conveys the impression that the concern produces plants, shrubbery and trees, since that is the general understanding of the purchasing public, it is contended. It is alleged additionally that the company described itself to the public as "growers of fruit and ornamental trees and plants" and as "growers and importers of nursery stock."


The commission and the courts have interpreted the federal trade commission act to give the former power to order discontinuance of misrepresentation on the ground that it constitutes unfair competition.

## Files Denial.

The company was given until June 29 to show cause why the commission should not issue an order requiring the company to discontinue the use of the word "nurseries" and all representations that it is a producer.

The First National Nurseries, Inc., filed a formal denial to the commis-

## "PAINESVILLE NURSERIES"



**A Complete Line of  
General Nursery Stock**

in all departments  
growing on for fall sales

For immediate delivery, a full line of  
Evergreen Trees and a splendid list and  
lot of 2-inch Potted Annuals and Miscel-  
laneous Summer Bedding Stock.

### The Storrs & Harrison Company

PAINESVILLE, OHIO

### THE JEWELL NURSERY COMPANY

66th Year Lake City, Minn.

Clematis, Dicentra, Cut-Leaf Birch and Other Specialties

sion's complaint, but admitted that the company does not own nurseries or grow its own stock. In support of its claim that no misrepresentation is involved, Mr. Brown, president, asserted that purchasers are not misled for the reason that they are not interested in who grows the stock just as long as they are furnished with a quality product.

"It has never been our intention or plan to mislead our sales people or customers in believing that we grow our own stock," Mr. Brown stated. "Whenever the subject has arisen, we have been frank to state that we buy our stock from reliable growers, who make it their business to grow dependable stock for the retail agency trade.

## Seller Guarantees Stock.

"Our sales people and customers are not concerned over the matter of who grows it, but want and expect to receive the best quality and carefully

graded stock grown, and they do receive such stock from us grown and packed by a firm which has been in business since 1846. All stock is guaranteed by us.

"Your commission will find that the use of the word 'Nurseries' or 'Nursery' is not a thing unusual, as there are; no doubt, hundreds of other lines of business using trade names that are not applicable to the exact definition found in Webster's dictionary. For instance: 'Florist. One who cultivates flowers for pleasure, or sells them for profit.' Pick up any city directory and you will find more than eighty per cent listed as florists who do not own or lease any ground or grow any flowers or plants. Referring to the telephone directory in Rochester, under 'Nurseries,' one can check almost fifty per cent who do not grow the nursery stock they sell. The word 'Nurseries' in our corporate name indicates the kind of business."

# Growth of East Texas Rose Industry

**More than 100 Nurserymen Produce 7,000,000 Rosebushes Annually, Approximately One-third of Nation's Demand**



OME time ago the American Rose Society set a goal for its members, defining it somewhat as follows: "A rose for every home, a bush for every garden." The first thought of a visitor to nurseries in east Texas, particularly in the large area surrounding the city of Tyler, is that Texas nurserymen plan to furnish sufficient rose plants so that the goal may be achieved as quickly as possible.

One of the features of the recent annual convention of the Southwestern Association of Nurserymen, which was held at Tyler, was an inspection trip to some of the nurseries which specialize in rosebushes. Last fall was held the first annual east Texas rose festival, staged somewhat along the lines of the annual rose event at Portland, Ore., which was the initial attempt to popularize the area as "the rose garden of America." A festival on an even more elaborate scale is being planned for October, 1934.

## Growth of Texas Industry.

Texas rosebushes were comparatively little known among the florists' and nurserymen's trade and the public until a few years ago, even though the first rose nursery was established only a few years after the close of the Civil war. Even in more recent years rosebushes from Texas were not labeled as such, because of the fear that buyers might think stock produced in the southwest lacked hardiness. Today, roses from Texas are growing and blooming in gardens in every state in this country and in several foreign countries. They

are sold by leading nurserymen in the north, east and west.

The production of rose plants in east Texas is approximately 7,000,000 annually; growers, both large and small, number more than 100, with individual acreage as large as 154 and as small as two or three acres devoted to roses. A few of the larger firms grow nearly a million plants, while many produce only 35,000 to 50,000 plants. This production is said to be nearly one-third of all rosebushes produced annually in the United States.

## Favorable Conditions.

Soil conditions and a long growing season in east Texas combine to the advantage of rose growers. The soil is light and loamy, underlaid by heavy clay. The growing season extends from March until November. As is explained by A. F. Watkins, one of the east Texas rose growers, in another article in this issue, roses are budded on multi-flora stock by the nurserymen in this section. Cultural practices are generally the same among all.

Progressiveness is one of the virtues evident in the area. Rotation of crops is practiced by most of the nurserymen, a cover crop being grown every third year in the rose fields. Iron peas are used for this crop because they starve out nematodes in the soil, yet, when plowed under, provide the necessary elements. A 6-10-7 fertilizer is used, and most of the growers are spraying with Bordeaux mixture to keep the plants clean of black spot.

Hybrid teas, of course, are the principal roses grown in the area. Some of the larger nurseries also grow teas, hybrid perpetuals, polyanthas, hybrid

rugosas and climbers. As many as 245 varieties are being grown in one nursery, and the varieties include not only the standard sorts for which the demand is strongest, but practically all of the latest introductions and patented novelties. Among these are Blaze, Golden Climber (Mrs. Arthur Curtiss James), President Herbert Hoover, Mary Hart, Mrs. Pierre S. du Pont, Countess Vandal and Souvenir.

Reproduced on these pages are illustrations of scenes in the rose nurseries in east Texas. On this page is shown a view of one of the rose fields as seen last month. The four scenes shown in the illustration on page 24 picture the fields at various seasons of the year. The spraying machine shown is one of the larger types used; it is drawn by a team and sprays tops, sides and underneath foliage of four rows at one time. At one filling from sixteen to thirty-two rows can be sprayed, depending upon the length of the rows.

Careful grading is practiced, the grades of the American Association of Nurserymen being used as standards. No storage facilities are available in the area, so the stock is shipped to northern and eastern distributors as soon as harvested in the fall. A large percentage of the roses is grown on contract for large nurseries in other sections of the country, but some of the nurseries wholesale their stock independently and a few conduct a retail mail-order business, selling through catalogues and price lists.

## Growers' Association.

A year ago the East Texas Rose Growers' Coöperative Association was organized under the coöperative market-



View Last Month at One of More Than 100 Nurseries Specializing in Rose Plants Near Tyler, Tex.



ing laws of the state of Texas. At the present time there are more than thirty-five members whose production is approximately sixty-five per cent of the total in the area. W. V. Henson, of the Dixie Rose Nursery, Tyler, was the first president of the organization. J. A. Bostick, of Rose Hill Farm, Tyler, was elected president for the new year a few weeks ago. Other officers are: Vice-president, J. G. Atwood, Tyler; secretary-treasurer, T. W. Shank, Winona. Directors are: M. S. Shamburger, Tyler; A. L. Thompson, Tyler; T. E. Murray, Wills Point; B. M. Clark, Jacksonville; Carl Shamburger, Winona; A. F. Watkins, Tyler, and W. V. Henson, Tyler.

While it is impossible to visit any large number of the rose nurseries in the east Texas region during a brief visit, notes on a few of the growers in the Tyler district follow:

#### In Tyler District.

Dixie Rose Nursery, which is associated with the Texas Pecan Nursery, operates about 154 acres. A 50-acre field devoted to roses is practically within the city limits of Tyler. More than 700,000 plants are being grown this year, including many of the latest varieties. A. F. Watkins is production manager of this nursery and one of the leading figures in the industry in east Texas.

P. C. Moore Nursery & Floral Co. has more than 135 acres, and about 650,000 plants of more than 200 varieties are being grown. For another crop preparations are being made with about 1,750,000 cuttings.

J. G. Atwood & Sons have about twenty-five acres devoted to salable rosebushes and thirty-eight acres in cuttings. About 350,000 plants of 152 varieties are being grown. A photograph of Miss Dorothy Atwood, daughter of the founder of the nursery, was used by the Tyler chamber of commerce in publicizing last year's rose festival.

B. L. Ginn and M. L. Balch have nurseries adjoining one another, and both together have about 600,000 hybrid teas and about 150,000 climbers. Approximately 140 varieties are grown.

W. B. McGinney has forty acres devoted to roses and is growing this year about 140,000 plants.

A. L. Thompson operates the Rosemont Nursery and produces about 250,000 rosebushes for both a large wholesale and retail trade. Godfrey's Rose Nursery produces approximately 75,000 salable plants. The Fords, father and two sons, at their establishments produce about 300,000 plants.

#### World's Fair Roses.

Carl Shamburger, who operates the Shamburger Rose Nursery at Winona, is growing approximately 200,000 plants this year. A number of rosebushes from this establishment are used in a rose garden at A Century of Progress, Chicago.

E. S. Atwood operates the Belzora Rose Garden and has 75,000 plants this year. M. S. Shamburger grows 100,000 roses in addition to a general line of nursery stock.

The Texas Nursery Co., Sherman, Tex., has its rose nursery at Tyler, where more than 400,000 rosebushes are

## SPECIMEN ORNAMENTALS

Mature Sizes for Immediate Effect

OVER 300 ACRES

Generous Discount to Nursery Trade

20 miles from New York via Northern State Parkway

**LEWIS NURSERIES, INC.**

Roslyn 256

North Roslyn, New York

grown. Clarence Dawson is manager of the rose nursery.

J. A. Bostick, who operates the Rose Hill Farm, produces more than 50,000 plants, as do B. S. Shamburger, L. H. Stell, T. C. Herring and J. Newton. The Lake View Rose Gardens are operated by David Ford, who grows about 100,000 plants.

#### GROWER EXPLAINS PRACTICES.

Used by East Texas Nurserymen.

Rose growers in east Texas do not make the claim that we just naturally know how to grow good rose plants, but we readily admit that our knowledge of culture and practices we follow has been developed in recent years by the criticisms, pleadings and friendly suggestions of the nation's leading rose authorities and the rose-distributing nurseries in other sections of the country.

Years ago we used for our root stock what we were taught to call *Rosa canina*, or dog-rose, until some botanist came along and changed the name to Texas wax. Later, some so-called botanist identified Texas wax as *odorata*. We rose growers know he was not correct, because we know that Texas wax will stand temperatures below zero without damage, while *odorata* freezes out easily. However, the correctness of the name is not worth arguing about, as we have discontinued this root stock in favor of a thornless type of multiflora japonica. Texas wax was discontinued largely because of its inadequate root system, it being almost impossible to produce plants with roots symmetrically branched. In addition to this, the roots were so stiff that they could not be packed or wrapped without severe breakage.

#### Hardiness of Root Stock.

As all rose growers know, there are a multitude of different strains of multiflora root stock of varying strength of growth and hardiness. This is always the case where plants are grown from seed. There are two definite reasons why we are interested in the hardiness of our root stock: First, while we have had only three subzero spells of weather during the last fifty years in this section of Texas, it has happened that two of these were experienced within the last four years. These low temperatures were so destructive to roses and tender root stocks that we have become "cold-conscious"; second, because the largest part of our rose production is shipped to northern states, from Iowa to Connecticut, it is necessary that we keep our customers' interests in mind.

In changing from Texas wax to multi-

## LINING-OUT STOCK

CONNECTICUT VALLEY GROWN

Write for List

**C. E. WILSON & COMPANY, INC.**

Manchester, Conn.

## PRIVET and BERBERIS

Splendid Stock

Write for Special Quotations

**LESTER C. LOVETT**

Milford

Delaware

## PROFITABLE PEONIES

Best Varieties. Attractive Prices.  
Fine quality roots, liberally graded.  
23rd Annual Catalogue ready.

**HARMEL PEONY COMPANY**

Growers of Fine Peonies since 1911  
Berlin, Maryland.

## Canterbury Boxwood

*Buxus suffruticosa* and *B. sempervirens*.  
Selected uniform plants; bushy and foliated to center; masses of fibrous roots. Finished specimens from 4 inches up, ready for quick shipment. Prices lower, plants larger. Ask for special list.

CANTERBURY NURSERIES, Inc., Box A, Easton, Md.

## HILL'S EVERGREENS

Complete assortment of lining out sizes.  
Also larger grades for landscaping.  
Send for our wholesale catalogue.

**D. HILL NURSERY CO.**

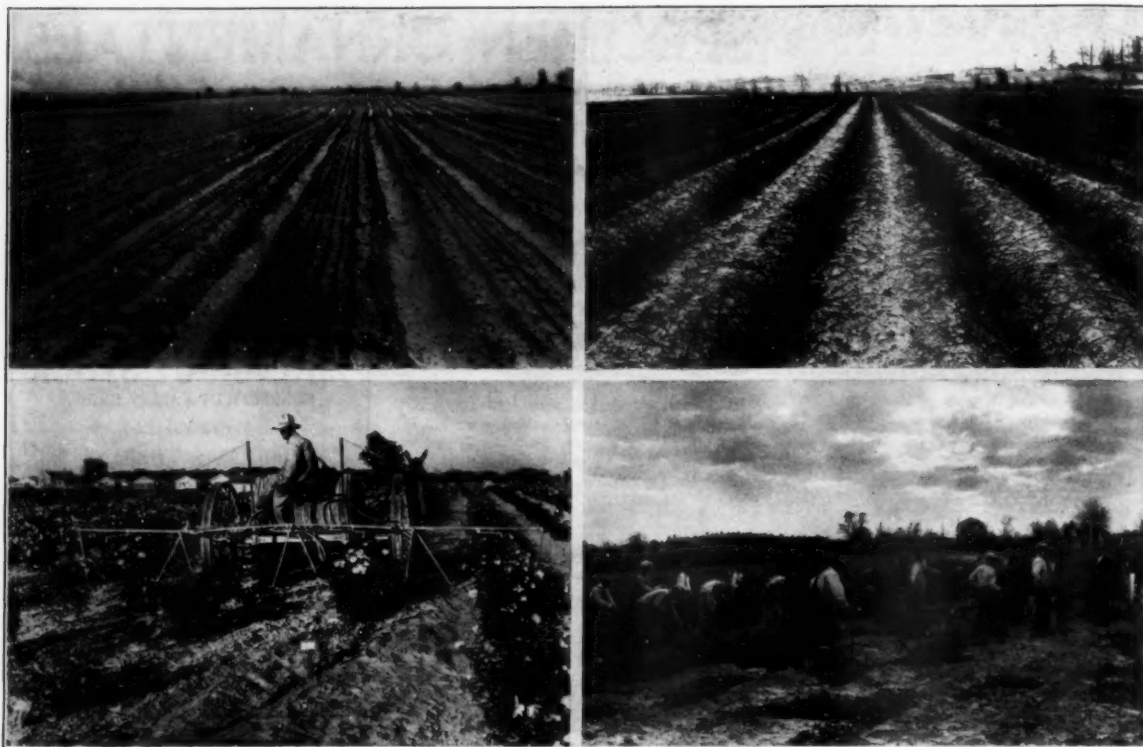
EVERGREEN SPECIALISTS

Largest Growers in America

Box 402

DUNDEE, ILLINOIS

flora japonica root stock many growers started with seedlings of the thorny type. Lack of uniformity in habit of growth and varying degrees of resistance to cold shown in these seedlings led to the final adoption of a thornless type of multiflora which has stood the test; it has consistently shown the following virtues: Moderate, though adequate, strength of growth; ease of propagation both as to the rooting of stock cuttings and bud take; a fibrous, spreading root system of sufficiently pliable nature as to lend itself to close wrapping and packaging without undue breaking of roots; early fall ripening, and a disposition to remain dormant until late spring, which contributes to its ability to stand subzero temperatures without damage. The first sample of this thornless strain of multiflora was sent to Tyler by E. S. Welch,



Scenes at Various Seasons of Year at Rose Nurseries in East Texas, Source of Millions of Garden Roses.

Shenandoah, Ia., some five years ago, and is known locally as the "Welch strain."

Why do nurserymen and florists propagate by grafting, budding or the use of cutting stock? The answer is, to transmit accurately the virtues of the mother plant to the offspring. Why do Texas rose growers use cuttings for foundation stock? The answer is, to transmit the virtues of the "Welch strain" stock to every plant in the field, so that we shall have uniformity in habit of growth, development of roots and ability to stand low temperatures.

#### Cuttings.

Our cuttings are made up to a length of about seven inches. The lower four-sevenths of a cutting is "de-budded" to prevent suckering. No buds are left at the bottom—the roots come entirely from the callused end. By this method we more nearly produce a plant that is free from root suckers. These cuttings are set directly in the nursery row on high ridges during the winter months. By May 1, they are well rooted so the ridges may be worked down to the soil level, leaving the greater length of the cutting aboveground.

Budding usually starts in June and runs continuously until November, except for temporary dry weather. The buds stand dormant in the stock through the winter. The tops are cut away just above the bud about March 1. The buds start growth at once. Because of the long growing season, the tops are wonderfully well ripened for early fall planting or storage.

Texas rose growers are authoritatively said to have less than ten per cent of the rose fungous troubles of less favored

sections of more moist atmosphere. The various rose cankers are practically unknown. We hope, by taking a "stitch in time," to be able to save nine, so the larger part of the rose acreage in east Texas is being faithfully sprayed. So far, cost considered, we have found nothing more effective than Bordeaux mixture.

Up to the time that the government began to talk codes, more than 100 rose growers in east Texas had only a passing acquaintance and viewed each other as natural enemies. The East Texas Rose Growers' Cooperative Association was started last year mainly for the purpose of doing voluntarily what we might be forced to do later. Without going into the merits of the proposed codes, or hazarding a guess as to their eventual adoption, we can say confidently that our growers' organization is developing into a great success. We are stressing improved quality, standard grading and better trade ethics generally.

The city of Tyler has developed into a national rose market. It was made so by price. We are holding and expanding the market with quality rose plants. With apologies to a well known food concern, we adapt their slogan to our use; buyers will eventually say, "Sure, we handle Texas roses!" but why not now?

A. F. Watkins.

#### NATIVE CALIFORNIA SHRUBS.

Prof. H. E. McMinn, of Mills College, Mills College, Cal., has furnished to the members of the Central California Nurserymen's Association lists of native California shrubs suitable for planting. Professor McMinn has done

considerable work collecting and trying out various shrubs of the state.

In the first list he includes: *Cercis occidentalis*, redbud; *Spiraea Douglasii*, Douglas spiraea; *Eriogonum arborescens*, Santa Barbara islands buckwheat; *Rhus ovata*, sugar bush; *Arctostaphylos Stanfordiana*, Stanford manzanita; *Ceanothus purpureus*; *Ceanothus rigidus*; *Antirrhinum speciosum*, from San Clemente and Santa Catalina islands; *Rhododendron californicum*, California rosebay; *Berberis Aquifolium*, Oregon grape, mountain grape; *Berberis pinnata*, California barberry, and *Ribes speciosum*, fuchsia-flowering gooseberry.

The second list includes: *Arctostaphylos nummularia*; *Berberis Nevadensis*; *Carpenteria californica*; *Ceanothus arborescens*; *Ceanothus cyaneus*; *Ceanothus foliosus*; *Ceanothus papillosus*, comarostaphylis; *Dendromecon rigida*; *Eriogonum giganteum*; *Garrya Fremontii*; *Gilia californica*, prickly phlox; *Lonicera involucrata*; *Myrica californica*; *Osmaronia cerasiformis*; *Philadelphus Lewisii* var. *californicus*; *Pickeringia montana*; *Prunus ilicifolia*; *Prunus Lyonii*; *Ptelea crenulata*; *Rhamnus crocea*; *Rhus laurina*; *Ribes glutinosum*; *Photinia arbutifolia*, and *Fremontia mexicana*.

DR. EDGAR ANDERSON, of the Arnold Arboretum, Jamaica Plain, Mass., sailed for England June 30. He will do considerable studying at Kew and visit noted growers and hybridists of trees and shrubs. Part of his time will be spent in the Balkans, seeking sources of supply for desirable new woody subjects and getting in touch with nurseries and botanical gardens there before returning to America in November.

# Improved Philadelphus

Recent Introductions in Hybrid Philadelphus  
Offer a Form and a Size for Every Condition

For new beauty in the shrub border, the list of recent introductions in hybrid philadelphus offers a variety of forms and sizes to suit all conditions. Included are subjects ten feet in height, medium-size shrubs and dwarf varieties with arching branches. The blooms, appearing in late spring with the peonies, are single, semidouble and double, generally fragrant. Many of the varieties, being of the Lemoinei type, exhibit small leaves, slender twigs and a great profusion of flowers rather than large ones. Descriptions of some of the new forms follow:

**Albatre**, which at maturity is between four and five feet high, is splendid for foundation plantings. Bushy yet compact, it has slender arching branches that are extremely showy when the double, sometimes semidouble, pure white scented blooms appear.

**Avalanche** has a 3 to 4-foot maximum height. The flowers are single and snow-white and cover the entire length of the drooping branches.

## Early Variety.

**Bannière**, upright-growing, attains five feet or slightly more, with good dark green foliage. It is the earliest philadelphus to bloom, flowering about ten days before *Virginalis*. The flowers are borne in clusters of four or five and are semidouble and waxy white, also fragrant. This variety is considered one of the most desirable.

**Bouquet Blanc**, in the 4 to 5-foot group, is shapely and upright, with dark rich foliage. It is suitable for use in an informal hedge. The clusters of pure white fragrant flowers are thickly set on the branches and are semidouble.

**Dame Blanche**, which signifies white lady, is a small upright variety not exceeding four feet. The intensely sweet-scented white flowers are semidouble and have cut edges that suggest a fringe. The leaves are small.

**Favorite** is among the larger forms, with a 7 to 8-foot growth. The single flowers are large and cup-shaped, pure white with golden stamens. They are carried in clusters of five. Light glossy green foliage appears on the upright branches.

**Girandole**, not so well known as *Virginalis*, is tall like the latter and blooms even more profusely.

**Glacier** holds a high rank with many, because of the large double white flowers that are borne in clusters of six to eight so that the effect of one large flower is given. The height of the shrub is about five feet.

## For Hedge Use.

**Mont Blanc**, a medium-growing variety, is well adapted for boundary hedges. With a 7 to 8-foot height, it displays pure white semidouble flowers in great profusion.

**Norma** can be selected as a strong grower when a maximum height of eight feet is not too great. In bloom, this variety is one of the most beautiful of the group, having extremely large single or double flowers on long

sprays. The blooms are glossy white and the foliage is light green.

**Ophelia**, notable for its gracefully arched branches, grows five to six feet tall and its single or semidouble white flowers have gold-tipped white stamens. Fragrance is another desirable quality of the blooms.

## Corner Subject.

The variety *pyramidalis*, with its compact upright pyramidal growth, attains ten feet and is useful to fill a corner in the garden. The large dark green leaves of the shrub make an excellent background for the clusters of waxy white flowers, which are sweetly scented.

**Virginalis**, perhaps the variety enjoying greatest popularity among the newer sorts, because of its large flowers that are unusually sweet, has an 8 to 10-foot growth range and may become leggy without adequate pruning. In June, the plants are almost completely covered with the 2½-inch flowers in clusters of five to seven. This variety has the longest blooming season of any of the group, the new wood producing large individual single or double flowers that are sometimes three inches wide. The growth is vigorous and compact, large dark green leaves being displayed.

**Voie Lactée** is one of the newest of the philadelphus introductions. This is classified under the *cymosus* group, along with *Norma*. The growth of the large bush is thrifty and the flowers are described as large, waxy and glistening white, as well as fragrant.

## For Color.

In the group *purpureo-maculatus* are a number of varieties having flowers with a purple or rose center. Here are included *Fantasie*, *Surprise*, *Sybille*, *Eil de Pourpre* and *Sirene*.

Grown more for the foliage than the flowers is *P. coronarius aureus*, which is covered during the early part of the summer with intense yellow leaves. Although these later change to greenish yellow, they make the shrub one of the best of the yellow foliage subjects.

## Propagation.

The named varieties, being hybrids, should be propagated from cuttings. Good results can be obtained from hardwood cuttings placed in sand over winter and lined out in the spring. Another method is almost to bury short cuttings in a sand bench in a greenhouse in late winter. It has been recommended to gather cutting material as soon as the leaves drop in the fall.

Pruning should be done after the flowering period. If low shrubs are wanted, plant the dwarf types rather than prune the large forms severely. Almost any soil is suitable for philadelphus, though it is supposed to prefer a medium having lime in it.

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# To Control Borers

L. C. Chadwick Discusses Injury from Borers and Preventative and Control Measures

The boring insects are among the most important of the pests attacking ornamental plants because of the fact that they are concealed and frequently the injury does not show until long after it is accomplished. These insects secure their nourishment either by extracting it from the pieces they bite off and swallow as they bore their tunnels or by extracting sap directly from the tissues. Injury may be caused in two different ways: (1) The tunnels when extensive may prevent the circulation of sap, and (2) the tunnels make ideal places for the accumulation of water and for the start of various diseases, especially rots.

Borer attacks are prevalent on stock growing in the nursery as well as plants used in landscape development. Those most common are: Apple-tree borers, both flat and round-headed; aspen borer, bronze birch borer, carpenter worm, cottonwood borer, dogwood borer, elm borer, European pine-shoot moth, hickory bark beetle, lilac borer, linden borer, locust borer, locust twig borer, maple leaf stem borer, mountain ash borer, mottled willow and poplar borer, peach borer, pigeon tremex, poplar borer, rhododendron clearwing, rose stem girdler, shot hole borer, sugar maple borer, twig girdler, various borers attacking small fruits and many types of bark beetles attacking deciduous and evergreen plants.

## Prevalent Types.

The extensiveness of the attacks of these borers varies greatly in different sections. The most prevalent types that have been brought to the attention of the writer are the apple borers, bronze birch borer, dogwood borer, European pine-shoot moth, lilac borer, locust borer, mountain ash borer, peach borer, rose stem girdler and sugar maple borer. The attacks of the European pine-shoot moth and rose stem girdler seem to be confined mostly to trees growing in the nursery; those of the bronze birch borer, dogwood borer, lilac borer and the sugar maple borer, mostly to trees outside the nursery, while the apple and peach borers and occasionally other types are prevalent both on plants in the nursery and those in ornamental plantings.

Because the borers feed and live most of their lives beneath the bark they are especially difficult to control, as they cannot be reached by either stomach or contact insecticides. While a few things may be done to rid the plants of these pests once they have become established, the most practical means of protecting shade trees rests on preventive measures. Healthy, vigorous plants, well fertilized and otherwise well cared for, so that no bark injuries result, are more nearly immune than those having little or no attention. Good clean cultivation with frequent clearing of the headlands is a good preventive measure to practice in the nursery. Spading the ground around trees used in landscape plantings is frequently objectionable, but in all situations the grass should be kept closely cut

around the base and a frequent careful examination of the plants will allow for control measures to be applied before the injury has become severe.

## Weakened Stock Susceptible.

Borer attacks on landscape-planted stock seem to be the most prevalent during the first few years after the plants are set. This is undoubtedly due to the fact that the plants are in a somewhat weakened state caused by the shock of moving. In this weakened state they become more susceptible to borer attacks. This seems to be especially true with dogwoods. If the attacks of the dogwood borers can be prevented for the first two or three years after planting there seems little need of worry. By this time the plants become well established, are growing vigorously and are able to ward off attacks. Various preventive measures are used during this early period. Some are applied for other purposes, but function in a two-fold manner. Wrapping the trunks of newly planted trees with strips of burlap or crinkled paper, as is frequently practiced to prevent desiccation and sun scald, also functions in forestalling the borer beetles from laying their eggs beneath the bark of the plant. The recent practice of coating tree trunks with paraffin, also to prevent desiccation, likewise appears to function partially successfully in preventing attacks.

Plants weakened from other causes than moving are just as susceptible to borer attacks. Plants weakened during the past winter and spring are undoubtedly more susceptible to borer attacks than normal plants and it will not be surprising to find borer injury especially prevalent during the next few years.

## Repellent Wash.

Various repellent washes have been advocated which are more or less successful. One of the best is composed of the following: Potash soap, fifty pounds; water, three gallons; naphthalene, twenty-five pounds, and flour, two pounds.

The use of this material is based on the following procedure: Heat the soap and water to 180 degrees Fahrenheit. Stir in the flour and naphthalene. Be sure the temperature remains at 180 degrees, so that the naphthalene will be melted. Stir the mixture thoroughly and then chill it as quickly as possible, stirring it occasionally while it is cooling. The more rapid the cooling, the more effective will be the repellent. Before applying the wash, scrape off the loose bark and remove the loose surface soil from around the tree. Apply the wash with a whitewash brush, from the crotch down to the ground, where the soil may be slightly puddled.

Painting the trunks with carbolineum just before the beetles emerge to lay their eggs has acted as a preventive measure.

Few measures have proved commercially satisfactory in controlling borers once they have become established in

the plants. Furthermore, control measures even with small plantings are somewhat laborious. The following measures may be partially successful at one time or another in controlling the more serious types mentioned:

## Control.

There is probably no surer control method than to cut out periodically all infested parts and burn them. This is the only satisfactory control measure with the European pine-shoot moth and the rose stem girdler and often the most practical with other types. To be effective, this measure should be practiced in early spring before the adults leave their winter quarters. The winter is usually passed in the larval form beneath the bark. In spring the larvae change to pupae and later the adult beetles emerge. Infested wood should be removed before the adults emerge, which occurs for many types in May and June. There have been instances of partial control of the bronze birch borer beetle by spraying the plants with arsenate of lead just after its emergence, as for a time it feeds rather heavily on the foliage.

## Dig Out with Knife.

Where damage is not severe it is often practical to remove the borers either by digging them out with a knife or with the use of bent wire. This is extensively practiced with the apple borers and the dogwood, lilac, maple and mountain ash borers.

One of the best control measures for borers is the use of paradichlorobenzene dissolved in cottonseed oil. The material, consisting of one pound paradichlorobenzene and two quarts of water, is applied in daubs over the injured area either in early spring or late fall. It is best not to apply it during the hot summer season.

Carbon bisulphide may be used to combat borers in some plants. It is employed by injecting a small quantity

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into the tunnel's entrance by means of an oil can and retaining the fumes within the tunnel by immediately plugging it with putty, wax or some other substance. This material is employed frequently in controlling the dogwood, lilac, maple and mountain ash borers.

It is a wise practice, after removing the borer with a knife or wire or killing it with carbon bisulphide, to clean out the tunnel, smooth the surfaces and coat the wound with some good dressing.

The peach borer has caused such extensive damage that considerable investigation has been done regarding the use of paradichlorobenzene to effect its control. A few recommendations should be considered when it is employed. Just previous to making the application remove all grass and stones from around the trunk of the plant to a distance of a foot. Smooth the soil surface and apply the paradichlorobenzene crystals in a continuous band about one and one-half inches wide and one and one-half inches from the trunk and cover the crystals carefully with a shovelful of soil. Add more soil and pack it in the form of a mound about the tree. The ring of crystals should always be placed above the highest borer gallery, as the gas given off penetrates downward. If necessary to accomplish this, some mounding of the soil may be made previous to spreading the crystals. This chemical is safe only on older trees; it should not be used in the nursery. For trees from 4 to 5 years old use three-fourths of an ounce per tree and remove the mound and unspent crystals after a 4-week period. Older trees will stand a dose of one ounce, the mound and crystals being removed after six weeks. The material should not be used on trees under 4 years of age. Paradichlorobenzene should be applied in the fall, the exact time depending on the locality. Except in the south this will usually be before September 15.

#### A. A. A. AND NURSERYMEN.

(Concluded from page 19.)

bearing peach trees in most states that produce peaches for market does not at this time seem excessive. The respective peach outlook is, therefore, reasonably good, except possibly for years of extremely high yields per tree or of heavy production in all commercial areas.

#### Situation in Ornamentals.

The situation in ornamentals may not be similar to that described in fruit, but the present is a time when production plans should be made with full recognition of the uncertain character of the market during the next few years.

Most of the problems which have been discussed with representatives of your industry appear to relate in some way to the question of selling prices and the rather common practice of offering special quotations, discounts, credit or other special inducements to buyers whose purchases are sufficiently large in quantity to be attractive outlets for surplus stock at prices much below those which are charged the rest of the trade or are justified by the cost of production. No industry can prosper for long under such conditions.

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period during which the average nursery product can be marketed. Discrimination between customers with special prices to a favored few is so obviously un-American and so certain to create distrust and lack of confidence on the part of buyers that the danger of that method as a permanent policy does not appear open to argument. The chaotic conditions which have existed in the making of prices during recent years cannot continue much longer without resulting in a complete disorganization of the industry.

The nursery industry developed over many years through the use of the catalogue or price list, which I understand was adhered to generally by the large majority within the industry and without numerous special arrangements to buyers whose interest in nursery products is rather temporary in character and largely dependent upon special price inducements. Every sale made below the cost of production and distribution must be paid for by a higher price to another purchaser or from the capital invested in the business. Neither condition is sound nor can continue for long. With the elimination of much of the problem of surplus production accomplished at the present time, it appears only logical to make the most of the opportunity offered by the agricultural adjustment act to correct the present situation and prevent a recurrence of the experiences through which you have been passing in recent years. The proposed agreement offers a beginning for industry action, which may be further developed as rapidly as is deemed advisable. But little will have been accomplished unless the final agreement developed subsequent to the hearing July 20 is supported by the large majority both by signature of the agreement and by willing coöperation when it is placed in operation.

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# The Current Season

W. N. Craig's Notes from New England

## A GOOD SEASON.

It is generally agreed that the spring selling season of 1934 was a satisfactory one, well ahead of the previous year. April and May were deficient in moisture, but June brought good rains, which gave stock lined out late a good start.

Deciduous flowering shrubs of the better kinds were in good demand. The killing back of California privet hedges brought a little cheap business. Most of the affected hedges were well headed back; others remain as eyesores. There is a growing tendency to use hedges of the upright taxus, like *capitata*, which while rather costly at the outset is absolutely dependable.

Evergreens sold fairly well, better than in 1933, but they were still offered at prices far below cost of production and, late in June, large numbers remained at roadside stands.

Herbaceous perennials were in excellent demand, and everything new, unusual or desirable was well cleaned up. Rock plants went well; buyers preferred the less rampant subjects, such as *gentianas*, *lewisias*, *cyclamens*, *Rosa Roulettii*, *saxafragas* and *Anemone vernalis*.

Roses never sold so well, the heavy winter killing being, of course, in large degree accountable for this, with hybrid teas the leaders. More and more, gardeners are trying out standards and succeeding with them, while climbers sell better each year.

## POTENTILLAS.

The herbaceous potentillas are grown much less here than abroad, where they are striking features in every perennial garden. One of the finest is Gibson's Scarlet, growing eighteen inches high, with brilliant single scarlet flowers. A Himalayan variety, *P. argrophylla atrosanguinea*, of similar height, has rich blood-red flowers through June and early July, while those on *P. Plantii* are of a pleasing pink color. In yellow, nothing can beat *P. Warrensii*, which is really a striking border plant with its long succession of large pure golden yellow flowers. Among the small rock garden varieties, *P. tridentata* is a charming little thing abundant along the northern New England shores and mountains, making dark green carpets of rich shiny foliage and bearing pure white flowers in late May and early June, while *P. ambigua*, from the Himalayas, grows not over three inches high and carries large golden flowers. The shrubby potentillas, like *Purdonii* and *fruticosa*, were uninjured last winter and they carry their pleasing yellow flowers over a long season. They are well suited for the rock garden. There are several other dwarf potentillas of herbaceous type, which are admirable in the rock garden. Of these, *P. rupestris*, with brownish stems and yellow flowers, growing nine inches high, and *P. nitida*, a little gem with silvery leaves and rose-pink flowers, are among the best. The last-named, from the Alps, does not grow over three inches high and is best in a rather poor soil.

## PENTSTEMONS.

The big tubbed pentstemons that are used in such great numbers for summer bedding in Europe and excite our admiration do poorly here, except in the northern Pacific coastal area and along the Atlantic coast in such favored garden spots as Bar Harbor, Me. These plants are much featured in Great Britain, and numerous named varieties are listed. Increase is by cuttings, which are wintered in coldframes. Here it is necessary to have them in a cool greenhouse, but the attacks of the tarnished plant bug disfigure them outdoors.

The hardy pentstemon family is typically an American one and, singularly enough, still lacks appreciation. A fair number are recognized as good garden plants, but more should be grown.

*P. barbatus* is probably the best known species, especially the variety *Torreyi*. There are numerous hybrids, and a pink form, usually listed as *Pink Beauty*, is especially good.

The so-called foxglove pentstemon, *levigatus*, is a fine subject in June and July, with white or slightly tinged flowers, attaining a height of one yard. Of dwarf stature is *P. heterophyllus*, rarely rising as much as a foot, with bright blue flowers flushed pink. Another variety, native in South Dakota, is *P. glaber*, with densely packed spikes of blue flowers, rarely over six inches high; this flowers in late May and early June. Hybrids of this charming pentstemon come in pink and other colors. They are being much used by some British firms and have achieved great popularity. *P. ovatus* is another grand border plant, the flowers of which are of a clear deep blue color. The leaves are ovate and the height averages eighteen inches. Of dwarf habit is *P. pygmaea*, attaining a height of a scant six inches, with lavender flowers, while *P. pubescens*, of similar color, grows about twice that height. I am trying out *P. fruticosus*, sent from Spokane, Wash. It also is in the blue class and looks promising.

## TROLLIUS.

Of all the members of the *ranunculaceae* family, the globe-flowers, or *trollius*, hold the highest rank. They are most at home, in nearly every case, along the margins of streams or ponds and enjoy a little shade. When a boy, the writer often gathered big bunches of the yellow *T. europaeus*, and this is still one of the best and most dependable varieties in commerce. The orange form of *T. asiaticus* and garden hybrids have given some rich colors. Orange Globe, Eleanor and Golden Wonder are fine forms of *europaeus*.

*T. Ledebouri*, a much later bloomer, which will grow thirty to thirty-six inches high, is a fine acquisition, while the more recent addition from England, *Ledebouri* Golden Queen, has jumped into quick popularity. One good thing about the latter is that it seeds abundantly and germinates easily, so that it will soon become widely grown. *Empire Day* is a rich orange form bound to find favor. Of the

smaller-growing kinds suitable for the rock garden, *pumilus* is good. The seeds germinate quickly and the writer has flowered a number the same year. This variety does not grow over six to eight inches tall; its color is pure golden yellow. This season the writer is trying *T. acaulis*, another little rock garden gem. *Trollius* plants are never in heavy supply commercially; they do not increase rapidly, like the bulk of perennials. As a result, they bring a better price and never fail to sell well.

## VERONICAS.

The speedwell family is a large one and includes many poor weedy varieties not worthy of cultivation. There are, however, a number that are admirable garden plants and furnish flowers from early May until September. Probably the most popular of the genus in gardens is *Veronica longifolia subsessilis*, the latest-flowering of the family and a native of Japan. The foliage of this plant is heavy and the spikes and flowers are rich dark blue in August and September. There is a pure white form, as well as an earlier-blooming type, known as *Blue Jay*, which is dwarfer than *subsessilis* but worthy of culture.

The taller and earlier-blooming variety, *spicata*, is sprawly and inclined to be weedy. Of this there are also pure white and pink forms. *V. incana*, growing only eight to ten inches tall, with silvery foliage and dark blue flowers in June, is an immensely popular variety, and *V. corymbosa stricta*, at its best near Boston about July 4, carries deep amethyst flowers and grows a scant foot in height. There are weedy as well as desirable forms of *V. amethystinam* (*spurium*). Of these, *Royal Blue* is the best.

*V. filiformis* is a great spreader, dwarf and covered with pale China blue flowers in late May. It grows only two to three inches high, but is hard to keep within bounds. Of similar height, but keeping more compact, is *V. repens*, which is a good subject to go between stepping-stones. This is an exceptionally early bloomer.

*V. rupestris* comes in intense blue and pink colors and is a valuable variety. The dwarfiest form of *V. rupestris* is undoubtedly *Spode Blue*, China blue in color, compact and averaging three inches high. Of tall stature is *V. gentianoides*, with pale blue flowers and gentian-like foliage. There are numerous other *veronicas*, but the average nurseryman will find that a selection of the foregoing will give him all he needs.

## MAZUS.

One of the best carpeting plants that spreads quickly is *Mazus (rugosus)* repens, from the Himalayas, which makes a bronzy carpet of foliage, studded with large mauve and white flowers speckled with gold. Another variety, *M. pumilio*, makes a veritable mat of green foliage dotted with blue and white flowers which resemble in size and form the little *lobelias* used for summer beddings. Each of these plants came through the past winter perfectly, so that they can fairly be classed as hardy. They are especially desirable for ground covers. W. N. C.



## CONTROL OF RODENTS.

## In Nurseries and Orchards.

Rabbits, field mice and gophers often cause great damage in nurseries and orchards, especially in the latter. This injury is generally great enough in orchards to warrant the protection of all young fruit trees against danger for at least the first six or eight years after transplanting, states T. J. Talbert, in circular 178 of the agricultural experiment station, Columbia, Mo., entitled "Control of Rodents in the Orchard." However, the information in this circular pertaining to sanitation, repellent washes and poison baits will be as valuable to the nurseryman who experiences rodent injury as to the orchardist.

To prevent rabbit injury, the use of one-inch mesh poultry wire about the trunks of young fruit trees has been found more economical over a period of years than other less expensive materials, such as gunny sacking, newspapers, wood veneer and cornstalks, because of the labor required to put on and take off the latter materials annually. If a repellent and poisonous wash is desired, Mr. Talbert recommends the use of whitewash, soap suds or dormant strength lime-sulphur, adding lead arsenate at the rate of two pounds to fifty gallons. These washes may be applied with a sprayer, which facilitates the work.

## Whitewash Formula.

A thick, heavy whitewash made according to the so-called government formula has been employed with more or less success on fruit trees to prevent sun scald and attack by rabbits, field mice and fruit tree borers, according to the author.

The ingredients and method of preparation are as follows: Stone lime, one-half bushel; salt, one peck; ground rice (rice flour), three pounds; Spanish whiting (plaster of Paris), one-half pound; glue, one pound, and water, five gallons.

First slake the lime with warm water; then run it through a fine sieve or strainer. Dissolve the salt in warm water, boil the rice flour to a thin paste and dissolve the glue in boiling water. Mix the ingredients in the following order and stir well: Pour the salt solution into the lime, then the rice paste, and next stir in, boiling hot, the Spanish whiting

and glue, finally adding five gallons of hot water. Stir the mixture thoroughly and let it stand for a few days. It should be applied hot with a brush.

## Poison Bait for Mice.

The author then discusses other methods of preventing injury from rabbits and mice, such as scattering pruned branches or other food between the trees, particularly after heavy snowfalls.

For poisoning mice, the following preparation has met the requirements as a permanent poison bait in stations or caches placed in the orchard or nursery and also for general use: Strychnine, one ounce; soda, one ounce; rolled oats, eight quarts, and a beef fat paraffin mixture, one and one-fourth pints. Teaspoonful quantities of the poisoned rolled oats should be placed in small containers, or stations, and well distributed over the infested area. The poisoned bait may also be scattered along runways and within entrance burrows, a teaspoonful at each place.

More complete information about the various treatments can be obtained by sending for a copy of the circular.

## POTTED ROSES AT FESTIVAL.

On the occasion of the meeting and exhibition of the American Rose Society and the Portland Rose Society's shows at Portland, Ore., last month, Peterson & Dering, Inc., wholesale rose-growing firm of Scappoose, Ore., exhibited 1,000 potted roses of thirty-four varieties, which were potted in February and transported twenty miles to Portland.

This exhibit was striking and created much comment. The display was divided into two sections: One of 600 plants forming a handsome band of color along a main walk between exhibition tents; the other a display indoors as a formal rose garden featuring high-colored varieties such as Herbert Hoover, Talisman, Cherry, Lily Kemp and G. A. Van Rossem. Varieties were plainly marked and visitors showed much interest in the various types. The exhibition served to show the use to which all varieties might be put outdoors and many interesting comparisons were made as to size, color, shape of bloom, vigor of plant and other features which should be considered when a rose planting is made.

The week before the show, the roses were inspected and selected for their 20-mile trip to Portland. Some few plants were rejected because they did not come into satisfactory bloom, but, in general, the entire planting was successful.

E. V. Creed, Pres.,  
Portland Rose Society.

## ROSE REGISTRATION.

The secretary of the American Rose Society announces that the registration of the following rose was approved June 5:

Ruth Alexander. L. C. Originated by Rena E. Wilber, Seattle, Wash. Not yet introduced. Reported to be a hybrid of Myra x Constance Casson. A Wichuraiana hybrid in appearance with the same glossy foliage and moderately vigorous growth, the flowers large and the petals often three inches long. Extremely beautiful when wide open. Jonquil yellow at the base verging into orange and vermillion, changing to old rose, disclosing red stamens. The originator claims that when full-blown the petals are quite firm and do not flop and that even at the most advanced stage the bloom attains a beautiful color and exquisite fragrance.

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PHILADELPHIA

# Herbaceous Perennials

## Comments on Less Common Varieties

### DWARF IRISES.

The present vogue for rock gardening has created a desire among gardeners for all kinds of dwarf plants, including all of the dwarf irises. And this demand for the small irises is sure to continue even though rock gardening should fall by the wayside. You will be making a mistake, though, if you continue to grow nothing but the old kinds. Progress has been made here, as it has in the tall bearded varieties, some of the modern kinds equaling in beauty the best of the tall ones. Nor is the competition so keen as it is in *Iris germanica*.

Among the newer dwarfs which are now cheap enough to attract the average gardener, the following have been good sellers during the last year or two: Black Midget, six inches, black purple; Glee, six inches, yellow; Harbor Lights, eight inches, light yellow; Maro-caine, six inches, blue purple; Pixy, eight inches, yellow dotted brown and purple; Rose Mist, ten inches, rosy lavender; Tony, six inches, black purple with orange beard, and Ylo, ten inches, light yellow.

### ANTHEMIS TINCTORIA.

It is apparent from my conversations with commercial plant growers and amateur gardeners that *Anthemis tinctoria* has a bad name in some quarters—a reputation which it does not fully deserve if it is correctly handled. It is said—and it is the truth—that the plant self-sows too freely, making a nuisance of itself. But why let it self-sow? If the plants are handled correctly and not too many of them are grown, there will be a place for every flower as it opens, leaving no chance for promiscuous seeding. The trouble usually has been that we gave the plant any spot that was left after everything else was taken care of and then permitted it to shift for itself. No wonder it resented such treatment and proceeded to seed itself everywhere it could get a foothold.

If you want to see a really worth-while border plant and a good cut flower as well, give this *anthemis* a fairly rich vegetable soil and moisture throughout the summer. Given such conditions, the plant will bloom not sparingly, but in large numbers from early until late. It is evident, too, that the species is ready for the attention of the plant breeder and much improvement is to be

looked for during the coming decade. If your talents run in that direction, few plants offer a better opportunity for quick reward.

### SILENE RUPESTRIS.

The silenes are an interesting lot of plants containing a few outstandingly good garden plants and some that are provokingly hard to move. *Silene rupestris* is neither of these, its small white flowers on 4-inch stems not fitting it for the first class and its ease of culture and willingness to be handled not qualifying it for the second. *S. rupestris* has merit, though, in the fact that it blooms profusely for three months or more, commencing about mid-May or later according to the season.

And the plant is easy to grow in any sunny well drained situation. It is no trick at all to have this silene in bloom from May until frosts by starting a new lot from seeds each year in March, the old plants blooming from May until midsummer, when the seedlings take up the task. *Silene rupestris* has been a good seller with me for a number of years and probably would repeat the performance for other neighborhood growers.

### ARABIS PROCURRENS.

Each succeeding year confirms the opinion that in *Arabis procurrens* we have one of the best of easily grown ground cover plants. Like the flowers of a number of the arabises and any number of crucifers, for that matter, the blooms of *A. procurrens* are nothing to brag about, although they do give a touch of white during their season in early spring. The passing of the flowers defeats, however, the very purpose for which the plant is most useful and necessitates a thorough clipping as soon as the flush of the season is over. The plant's real merit is found in its shining dark green evergreen leaves, which are held close to the surface and form a perfect foil for sunny slopes in rock garden and border. The variety is stoloniferous, spreading rapidly to cover all surrounding space. This fact suggests an easy method of propagation and we find that cuttings strike readily at any season of the year that they are available.

Somewhat on the same order is *A. Sturii*, though it is smaller in stature and grows much less rapidly. These facts make it desirable in places where the former would soon outgrow its usefulness.

### ARTEMISIA FRIGIDA.

The present status of *Artemisia frigida* in American gardens is a perfect example of our attitude toward our native flora. We search the world for silvery-leaved plants, yet utterly ignore this fine specimen that grows near our dooryards. *Artemisia* is particularly rich in silvery and white foliage and has given us a number of popular garden plants, such as *A. Stelleriana* (one of the so-called dusty millers), *A. Abrotanum* (old man) and *A. vulgaris*, to-

gether with its white-flowered form which is known in trade circles as *A. lactiflora*. Notwithstanding the beauty of these and other artemisias, we are missing one of the best of the silky silvery plants when we overlook *A. frigida*.

It is a native of the plains and mountains from Canada to Texas and westward, where it adorns many a dry hillside. In the garden it is a permanent and easily grown plant in any dry well drained sunny spot. Its height of ten to twelve inches makes it a good rock garden subject, and its silvery foliage, with a peculiar luster, is an ornament at all seasons. The inconspicuous flower heads are of little account, but beauty of flower is not needed in a plant so good in other ways. It may be grown from seeds or from cuttings, preferably the latter, according to my experience.

### TWO HARDY EUPHORBIAS.

Although euphorbia is one of the largest of plant genera, numbering up to a thousand species, it contains little of interest to the grower of hardy plants. But the few species which are of use to the outdoor gardener in the north are to be numbered among the most satisfying of plants. And not the least of these is *Euphorbia epithymoides* (*E. polychroma* of plant lists) and its near relative, *E. pilosa*. The first of these makes a round mound of glabrous dark green foliage, each stem ending in an umbel of inconspicuous flowers surrounded by a showy yellow bract. The other is similar except that the leaves are hairy instead of glabrous and the plant is more erect in growth. Judging from the literature on the subject, soil and climatic conditions must have a marked result in the height of the plants. Bailey mentions a foot for the former and eighteen inches for the latter and in the moist climate of England *E. epithymoides* is said to get eighteen inches high. In my garden in north Michigan, both species usually keep within eight or ten inches, and at

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that height, they make ideal plants for the rock garden.

Both varieties are easily grown from seeds, which are, incidentally, the only means of propagation that I have ever found satisfactory. In my experience, *E. pilosa* has proved the hardier of the two, standing a temperature 40 degrees below zero in a wind-swept field without any protection, while the other needs protection from the cold winds. They will both live on nothing and, as a matter of fact, are more compact and better looking when grown in a lean soil.

#### DAY LILIES.

The new varieties of hemerocallis, or day lily, are commanding the attention of the critical amateur gardeners. These varieties show so much improvement that there is no reason why a number of the older kinds could not be entirely discarded. A careful selection of varieties will provide superior day lilies right up until September. From mid-July on, there is a lack of real good yellow material in our gardens, and these varieties meet this demand. Here are some excellent ones:

Anna Betscher, rich golden yellow, shaded orange, has extremely large fine flowers from July through August.

Goldenii is vivid golden orange, with flowers not particularly large, but so free, continuous and effective throughout July that the variety is indispensable.

Bay State is glistening golden yellow, an effective lily from early July until mid-August.

J. A. Crawford has an extremely large flower, shading from rich golden yellow to apricot; the variety is a fine strong grower, four feet tall when in full flower in late June and July.

Lemona, with pale lemon yellow flowers, is desirable for its height, which is often five feet. The variety blooms in July and August.

Mrs. W. H. Wyman, another tall variety with large clear yellow blooms, flowers through August and into September. It is the latest of the set.

Gold Imperial should by all means be included. It proved outstanding among a collection of European kinds. It is a fine rich golden yellow, with flowers amazingly large for the quantity produced, and is a strong erect grower.

George Yeld, a fine apricot-yellow, has large flowers, tall and erect.

Hyperion is an American introduction and it looks like a thoroughbred. It is a pure canary yellow, even surpassing in purity the old favorite, Flava. The flowers are immense, often six inches across, and are carried on sturdy 3-foot stems.

Dr. A. B. Stout, of the New York Botanic Gardens, who is responsible for some fine varieties, is doing remarkable work in the further development of the day lily, and we can look forward in the near future to day lilies in new colors. Really good shades of pink have been developed, and other colors, including good rich purple, are in the offing, also giant forms and miniatures suitable for the rock garden. These are going to create a great deal of new interest in this group. Every grower of perennials should make it a point to visit the New York Botanic Gardens when these lilies are in flower.

# BOOKS

## ON NURSERY PRACTICES

- ☐ **THE MODERN NURSERY**, by Alex Laurie and L. C. Chadwick. A guide to plant propagation, culture and handling. Provides complete reference for everyone concerned with the propagation of plants giving full descriptions of all methods and many tables which indicate plant treatment. Discusses fully and completely tools, tillage, planting, transplanting, digging, grading, labeling, pest control, soils, fertilizers, storage, advertising, selling and every other phase of nursery management.....\$5.00
- ☐ **PRINCIPLES AND PRACTICE OF PRUNING**, by M. G. Kains. Prepared to meet the needs of commercial and amateur growers. Illustrated by photographs of specimens which show good and bad practice. 425 pages.....\$2.50
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- ☐ **INSECTS AND DISEASES OF ORNAMENTAL TREES AND SHRUBS**, by E. P. Felt and W. H. Rankin. A valuable work on the various methods of control for the insects and diseases described and the methods which will maintain or restore normal vigor to plants. Diseases common to all trees are described, including various decays and wound and cavity treatment. There is also an alphabetical arrangement of trees and shrubs, with accounts of the associated insects and fungi. 568 pages, well illustrated.....\$5.00
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- ☐ **PLANT PROPAGATION—GREENHOUSE AND NURSERY PRACTICE**, by M. G. Kains. Describes the latest approved methods of plant propagation in the nursery, greenhouse and garden. The table of contents includes an introduction on general principles and chapters on germination, seed testing, potting, layerage, use of bottom heat, cuttage, graftage, nursery management and laws affecting nursery stock. Profusely illustrated, 342 pages.....\$2.25

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#### CATALOGUES RECEIVED.

[In writing for a copy of any of the catalogues reviewed below, please mention that you saw it described in this column of The American Nurseryman.]

E. J. Snyder, West Milton, O.—A trade list of perennials and rock plants offering planting stock that can be handled successfully in summer. A large list of German and Siberian lilies is featured on the back.

Herbst Bros., Inc., New York—"Sakata's Reliable Seeds for the Nursery" is the title of this firm's catalogue offering the 1934 crop of seeds of T. Sakata & Co., Yokohama, Japan. Herbst's being the American agent for the latter firm. Besides the strictly nursery items, there are lilies, lilies and a fine list of rare perennial and alpine plants.

Heosler Aquatic Gardens, Martinsville, Ind.—A beautiful catalogue offering water lilies, ornamental fishes and allied supplies at reduced prices for 1934. It is stated. Exceptional colored illustrations are used profusely throughout. Besides goldfish in great variety, tropical fishes in an unusually complete selection are handled.

Manchu News Sheet, Inc., Dairen, Manchuria—"Contract Price List for 1934 of Seeds of Oriental Novelties," containing offers of seeds of conifer and forest trees, fruit and economic trees,

ornamental trees, shrubs and climbers, hardy perennials and herbs, lilies and lawn grass. Permits are necessary to import merchandise from Manchuria.

Mrs. Clarice Nye, Prospect, Ore.—Descriptive price list of Oregon wild flowers and rock plants, lily seeds, trees, shrubs and ferns.

C. F. Wassenberg, Van Wert, O.—A clearly printed little catalogue of lilies and peonies chiefly, with the cheaper varieties of both arranged in price groups and the better ones appearing alphabetically. Besides a group of peony species, there are almost a score of named varieties of oriental poppies offered.

The rock garden window box is one of the latest fads in large cities where many residents have no more than a window sill to do their gardening.

The Jackson & Perkins Co., Newark, N. Y., has distributed 1,387 butterfly bushes to Newark school children. The presentation was made by the Newark Garden Club.

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